

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
MBL/TIGI Products, L.P.		07/10/2009	LIMITED PARTNERSHIP: TEXAS

**RECEIVING PARTY DATA**

<b>Name:</b>	UNILEVER PLC
<b>Street Address:</b>	Port Sunlight, Wirral
<b>City:</b>	Merseyside
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	CH62 4ZD
<b>Entity Type:</b>	Company incorporated under the laws of England and Wales:

**PROPERTY NUMBERS Total: 73**

Property Type	Number	Word Mark
Serial Number:	78844552	BED HEAD
Serial Number:	78844575	BED HEAD
Serial Number:	78847688	BED HEAD
Serial Number:	78844640	BED HEAD
Serial Number:	78844670	BED HEAD
Serial Number:	78844692	BED HEAD
Serial Number:	78844705	BED HEAD
Serial Number:	77288747	BED HEAD
Serial Number:	77257956	B
Serial Number:	77459704	BED HEAD
Serial Number:	78844767	BED HEAD
Serial Number:	77252319	BED HEAD
Serial Number:	78844441	BED HEAD

CH \$1840.00 78844552

Serial Number:	77252323	BED HEAD
Serial Number:	78844470	BED HEAD
Serial Number:	78919394	BED HEAD
Serial Number:	78844340	BED HEAD
Serial Number:	78844733	BED HEAD
Serial Number:	77018159	BED HEAD
Serial Number:	78844516	BED HEAD
Serial Number:	78845935	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78845962	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78845998	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78845883	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78845905	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78845922	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78845931	BED HEAD IT'S A LIFESTYLE!
Serial Number:	78880446	BED HEAD TIGI HOOK-UP
Serial Number:	77402044	BLOWN AWAY
Serial Number:	78927189	BODY BY BED HEAD
Serial Number:	77249406	BH
Serial Number:	77291768	BH
Serial Number:	77402054	CATWALK GLAM SHINE SPRAY
Serial Number:	77445216	CHARGE UP
Serial Number:	77434753	CROP MAGAZINE
Serial Number:	77486495	ECO FREAKO
Serial Number:	77445224	FULL OUT
Serial Number:	77445232	FULLY CHARGED
Serial Number:	78949517	I BED HEAD
Serial Number:	77637044	LOVE PEACE & THE PLANET TIGI
Serial Number:	77445220	POWER SURGE
Serial Number:	77497603	ROCKAHOLIC
Serial Number:	77391559	STYLE ICON
Serial Number:	77046921	SUPER LOVE!
Serial Number:	77343981	TIGI COLOUR EXPOSE
Serial Number:	77136613	TIGI COLOUR MIX MASTER
Serial Number:	77136637	TIGI COLOUR ACTIVATOR
Serial Number:	77136641	TIGI COLOUR WITH STYLE

Serial Number:	77288751	BED HEAD IT'S A LIFESTYLE!
Serial Number:	75546523	CAMERA READY
Serial Number:	75571158	CAMERA READY
Serial Number:	75748622	HARDCORE
Serial Number:	78846089	WARNING: YOU MUST HAVE A SENSE OF HUMOR TO USE OUR PRODUCTS
Serial Number:	77288743	FOXY
Serial Number:	77166189	LOVE YOURSELF
Serial Number:	78949552	DREAM ALL-IN-ONE FOUNDATION
Serial Number:	77044874	TIGI COLOUR
Serial Number:	77166770	BODY BOOSTER
Serial Number:	77310877	MATTE SEPARATION
Serial Number:	77221768	PURE TEXTURE
Serial Number:	77221765	CLEAN UP
Serial Number:	77059986	P
Serial Number:	77288745	FOXY CURLS
Serial Number:	77166761	VIVACIOUS
Serial Number:	77136623	TIGI COLOUR ULTRA LIFT
Serial Number:	77358329	POWER PLAY
Serial Number:	77358321	IN CHECK
Serial Number:	77396752	HEALTH FACTOR
Serial Number:	78957861	YOU MUST HAVE A SENSE OF HUMOR TO USE OUR PRODUCTS
Serial Number:	77136569	TIGI COLOUR CREATIVE
Serial Number:	77136599	TIGI COLOUR RADIANT GLOSS
Serial Number:	77136630	TIGI COLOUR TRUE LIGHT
Serial Number:	77379875	MOISTURELICIOUS

**CORRESPONDENCE DATA**

Fax Number: (212)310-1659  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-626-4557  
Email: nyctrademarks@bakernet.com  
Correspondent Name: Lisa W. Rosaya - Baker & McKenzie LLP  
Address Line 1: 1114 Avenue of the Americas  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 39193324-000975

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lisa W. Rosaya

Signature:

/lwr/

Date:

07/31/2009

Total Attachments: 11

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DATED 10 / July / 2009

**(1) MBL/TIGI PRODUCTS, L.P.**

and

**(2) UNILEVER PLC**

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**TRADE MARK ASSIGNMENT**

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**Baker & McKenzie LLP**

**London**  
**Ref: 3060059**

**TRADEMARK**  
**REEL: 004035 FRAME: 0339**

**USA TRADE MARK ASSIGNMENT**

DATE: 10/July/2009

**BETWEEN:**

(1) **MBL/TIGI PRODUCTS, L.P**, a Texas limited partnership, located at 2311 Midway Road, Carrollton, Texas 75006, ("Assignor")

**AND**

(2) **UNILEVER PLC**, a company incorporated under the laws of England and Wales, with registration number 00041424, whose registered office is at Port Sunlight, Wirral, Merseyside, United Kingdom, ("Assignee").

**RECITALS:**

- (A) The Assignor is the owner of the registered trade marks and applications therefore, the particulars of which are set out in the Schedule to this Assignment (the "Trade Marks").
- (B) The Assignor has agreed to assign all its right, title and interest in and to the Trade Marks to the Assignee.

**IT IS AGREED** as follows:

**1. ASSIGNMENT**

In consideration of the sum of \$1 (one dollar) inclusive of any applicable taxes, paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged by the Assignor) the Assignor does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to the Trade Marks, together with the whole of the good will of the business associated therewith, to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trade Marks pertain, which business is ongoing and existing.

**2. FURTHER ASSURANCE**


From and after the date hereof, the Assignor shall, upon request and at the expense of the Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by the Assignee to transfer, convey and assign to the Assignee possession and use of the Trade Marks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

**3. GOVERNING LAW**

This Assignment and the relationship between the parties shall be governed by, and interpreted in accordance with English law and the parties hereto submit to the exclusive jurisdiction of the English courts for the purpose of enforcing any claim arising under or in relation to this Assignment.

**EXECUTED by the parties on the date set out on the first page of this document.**

Signed for and on behalf of **MBL/TIGI PRODUCTS, L.P:**


Signature:  .....

Name: Salio De Sousa.....

Title: Attorney-in-Fact.....

Date: 10/July/2009.....

Signed for and on behalf of **UNILEVER PLC:**

Signature:  .....

Name: Salio De Sousa.....

Title: Attorney-in-Fact.....

Date: 10/July/2009.....

# Schedule of Marks

<i>Country</i>	<i>Trademark</i>	<i>Registration No</i>	<i>Registration Date</i>	<i>Application No</i>	<i>Application Date</i>	<i>Int. Classes</i>
United States of America	BED HEAD			78844552	23 Mar 2006	14
United States of America	BED HEAD			78844575	23 Mar 2006	16
United States of America	BED HEAD	3617267	5 May 2009	78847688	28 Mar 2006	18
United States of America	BED HEAD			78844640	23 Mar 2006	20
United States of America	BED HEAD			78844670	23 Mar 2006	21
United States of America	BED HEAD			78844692	23 Mar 2006	24
United States of America	BED HEAD			78844705	23 Mar 2006	25
United States of America	BED HEAD			77288747	25 Sep 2007	26
United States of America	B (STYLISED)			77257956	17 Aug 2007	3

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United States of America	BED HEAD	77459704	28 Apr 2008	9
United States of America	BED HEAD	78844767	23 Mar 2006	28
United States of America	BED HEAD	77252319	10 Aug 2007	3
United States of America	BED HEAD	78844441	23 Mar 2006	5
United States of America	BED HEAD	77252323	10 Aug 2007	5
United States of America	BED HEAD	78844470	23 Mar 2006	6
United States of America	BED HEAD IT'S A LIFESTYLE! (STYLIZED)	78845935	24 Mar 2006	14
United States of America	BED HEAD IT'S A LIFESTYLE! (Stylized and/or with Design)	78845962	24 Mar 2006	18

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United States of America	BED HEAD IT'S A LIFESTYLE! (Stylized and/or with Design)	78845998	24 Mar 2006	25
United States of America	BED HEAD IT'S A LIFESTYLE! (STYLISED) & DESIGN	78845883	24 Mar 2006	3
United States of America	BED HEAD IT'S A LIFESTYLE! (STYLISED)	78845905	24 Mar 2006	5
United States of America	BED HEAD IT'S A LIFESTYLE! (Stylized and/or with Design)	78845922	24 Mar 2006	6
United States of America	BED HEAD IT'S A LIFESTYLE! (STYLISED)	78845931	24 Mar 2006	9
United States of America	BED HEAD TIGI HOOK- UP	78880446	10 May 2006	3
United States of America	BLOWN AWAY	77402044	20 Feb 2008	9, 11
United States of America	BODY BY BED HEAD	78927189	11 Jul 2006	25

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United States of America	CATWALK GLAM SHINE SPRAY	77402054	20 Feb 2008	3
United States of America	CHARGE UP	77445216	10 Apr 2008	3
United States of America	CROP MAGAZINE	77434753	28 Mar 2008	16
United States of America	ECO FREAKO	77486495	29 May 2008	3
United States of America	FULL OUT	77445224	10 Apr 2008	3
United States of America	FULLY CHARGED	77445232	10 Apr 2008	3
United States of America	I ♥ BED HEAD (Stylized and/or with Design)	78949517	10 Aug 2006	25
United States of America	LOVE PEACE & THE PLANET TIGI (STYLISED) & DEVICE	77637044	19 Dec 2008	3
United States of America	POWER SURGE	77445220	10 Apr 2008	3

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United States of America	ROCKAHOLIC			77497603	12 Jun 2008	3
United States of America	STYLE ICON			77391559	7 Feb 2008	3
United States of America	SUPER LOVE!			77046921	17 Nov 2006	3
United States of America	TIGI COLOUR EXPOSE			77343981	4 Dec 2007	3
United States of America	TIGI COLOUR MIX MASTER			77136613	21 Mar 2007	3
United States of America	TIGI COLOUR ACTIVATOR			77136637	21 Mar 2007	3
United States of America	TIGI COLOUR WITH STYLE			77136641	21 Mar 2007	41, 44
United States of America	BED HEAD IT'S A LIFESTYLE! (STYLISED)			77288751	25 Sep 2007	26
United States of America	CAMERA READY	2392094	3 Oct 2000	75546523	2 Sep 1998	3
United States of America	CAMERA READY (Design)	2424437	30 Jan 2001	75571158	15 Oct 1998	3

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United States of America	HARDCORE	2565700	30 Apr 2002	75748622	12 Jul 1999	21
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United States of America	WARNING: YOU MUST HAVE A SENSE OF HUMOR TO USE OUR PRODUCTS (Stylized and/or with Design)	3302034	2 Oct 2007	78846089	24 Mar 2006	35
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United States of America	BED HEAD	3389003	26 Feb 2008	78919394	28 Jun 2006	35
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United States of America	FOXY	3551274	23 Dec 2008	77288743	25 Sep 2007	21
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United States of America	BED HEAD	3442664	3 Jun 2008	78844340	23 Mar 2006	3
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United States of America	LOVE YOURSELF	3477595	29 Jul 2008	77166189	26 Apr 2007	3
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United States of America	DREAM ALL-IN-ONE FOUNDATION (Stylized and/or with Design)	3486523	12 Aug 2008	78949552	10 Aug 2006	3
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United States of America	TIGI COLOUR	3489301	19 Aug 2008	77044874	15 Nov 2006	3
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United States of America	BODY BOOSTER	3497358	2 Sep 2008	77166770	26 Apr 2007	3
United States of America	MATTE SEPARATION	3503279	16 Sep 2008	77310877	23 Oct 2007	3
United States of America	PURE TEXTURE	3506177	23 Sep 2008	77221768	3 Jul 2007	3
United States of America	CLEAN UP	3506176	23 Sep 2008	77221765	3 Jul 2007	3
United States of America	HEAD and a LOCK of HAIR with a DOT (Stylized and/or with Design)	3528074	4 Nov 2008	77059986	8 Dec 2006	3
United States of America	BED HEAD	3532557	11 Nov 2008	78844733	23 Mar 2006	26
United States of America	BH LOGO	3544651	9 Dec 2008	77291768	28 Sep 2007	26
United States of America	FOXY CURLS	3544643	9 Dec 2008	77288745	25 Sep 2007	3
United States of America	VIVACIOUS	3547542	16 Dec 2008	77166761	26 Apr 2007	3

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United States of America	TIGI COLOUR ULTRA LIFT	3550849	23 Dec 2008	77136623	21 Mar 2007	3
United States of America	BH LOGO	3551081	23 Dec 2008	77249406	7 Aug 2007	18
United States of America	POWER PLAY	3577610	17 Feb 2009	77358329	21 Dec 2007	3
United States of America	IN CHECK	3584314	3 Mar 2009	77358321	21 Dec 2007	3
United States of America	BED HEAD	3609154	21 Apr 2009	77018159	10 Oct 2006	9, 11
United States of America	HEALTH FACTOR	3617129	5 May 2009	77396752	14 Feb 2008	3
United States of America	YOU MUST HAVE A SENSE OF HUMOR TO USE OUR PRODUCTS	3621090	12 May 2009	78957861	22 Aug 2006	3
United States of America	TIGI COLOUR CREATIVE	3619884	12 May 2009	77136569	21 Mar 2007	3
United States of America	TIGI COLOUR RADIANT GLOSS	3619885	12 May 2009	77136599	21 Mar 2007	3

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United States of America TIGI COLOUR 3619886 12 May 2009 77136630 21 Mar 2007 3 TRUE LIGHT

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United States of America MOISTURELICIOUS 3624042 19 May 2009 77379875 24 Jan 2008 3

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United States of America BED HEAD 3624766 19 May 2009 78844516 23 Mar 2006 9

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TM Administrator 73 records - END OF REPORT

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