

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MBL/TIGI PRODUCTS, L.P.		07/10/2009	LIMITED PARTNERSHIP: TEXAS
<b>RECEIVING PARTY DATA</b>			
<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:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77185016	COLOR SAVVY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)310-1659		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2126264557		
<b>Email:</b>	nyctrademarks@bakernet.com		
<b>Correspondent Name:</b>	Lisa W. Rosaya - Baker & McKenzie LLP		
<b>Address Line 1:</b>	1114 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	39193324-05		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			

CH \$40.00 77185016

**900141125**

**TRADEMARK  
 REEL: 004046 FRAME: 0739**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

April L. Rademacher

Signature:

/alr/

Date:

08/17/2009

**Total Attachments: 3**

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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: [Signature]
Name: Salio De Sousa
Title: Attorney-in-Fact
Date: 10 / July / 2009

Signed for and on behalf of UNILEVER PLC:

Signature: [Signature]
Name: Salio De Sousa
Title: Attorney-in-Fact
Date: 10 / July / 2009

**SCHEDULE**

<b>Trademark</b>	<b>Application Serial No.</b>	<b>Class</b>
<b>COLOR SAVVY</b>	<b>77185016</b>	<b>3</b>

**SCHEDULE**

<b>Trademark</b>	<b>Application Serial No.</b>	<b>Class</b>
<b>COLOR SAVVY</b>	<b>77185016</b>	<b>3</b>