

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Innovative Brands, LLC		03/31/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Helen of Troy Limited		
Street Address:	13 8th Avenue, Belleville		
Internal Address:	P.O. Box 836E		
City:	St. Michael		
State/Country:	BARBADOS		
Postal Code:	0		
Entity Type:	CORPORATION: BARBADOS		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	0713279	SURE	
Registration Number:	1027163	SURE	
Registration Number:	2418345	SURE ADVANTAGE	
Registration Number:	0739170	PERT	
Registration Number:	1189689	PERT	
Registration Number:	1574237	PERT PLUS	
Registration Number:	2760413	PERT PLUS FRESH	
Serial Number:	77823392		
Registration Number:	3573689	CLINICAL POWER	
Registration Number:	3615915	CRAZY GOOD HAIR, WITHOUT THE CRAZINESS.	
Serial Number:	77584433	CRAZY GOOD HAIR, WITHOUT THE CRAZINESS.	
Registration Number:	3610237	MOUNTAIN FROST	
Registration Number:	3667635	OUTDOOR SPORT	

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TRADEMARK
REEL: 004177 FRAME: 0645

Registration Number:	3676196	RAISE YOUR HAND IF YOU'RE SURE
Registration Number:	3573687	SURE MAX
Registration Number:	3573688	SURE MAX CLINICAL POWER
Serial Number:	77511161	CRISP BREEZE

CORRESPONDENCE DATA

Fax Number: (915)225-8081
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 915-225-8040
Email: wbass@hotus.com
Correspondent Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

DOMESTIC REPRESENTATIVE

Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

NAME OF SUBMITTER:	William J Bass
Signature:	/WJB/
Date:	03/31/2010

Total Attachments: 13
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TRADEMARK ASSIGNMENT

WHEREAS, Innovative Brands, LLC, a Delaware limited liability company ("Assignor"), is the owner of the trademarks and the applications and/or registrations therefor shown on Schedule A (attached hereto, collectively, the "Trademarks");

WHEREAS, Helen of Troy Limited, a Barbados international business company ("Assignee"), desires to acquire the entire right, title and interest in and to said Trademarks; and

WHEREAS, Assignor and Assignee have agreed in an Asset Purchase Agreement dated as of March 9, 2010 that Assignor will assign to Assignee the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, as of the date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the good will symbolized by the Trademarks and the applications and registrations therefor, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.


Executed on March 31, 2010

ASSIGNOR:

INNOVATIVE BRANDS, LLC

By: Innovative Brands Holdings, LLC, its Manager

By: TNC Group, Inc., its Manager

By: 
Name: Tina Rhodes
Title: Vice President

ASSIGNEE:

HELEN OF TROY LIMITED

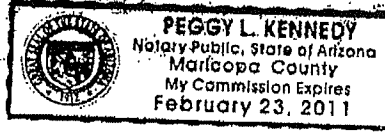
By: _____
Name: _____
Title: _____

STATE OF ARIZONA :
 :
COUNTY OF MARICOPA : SS:

Before me personally appeared Tina Rhodes, to me known to be the same persons described in and who executed the foregoing instrument, and acknowledged that he/she executed the same, of their his/her free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 26 day of March, 2010.

Peggy L. Kennedy
Notary Public



DMWEST #7399307 v4

TRADEMARK

REEL: 004177 FRAME: 0648

TRADEMARK ASSIGNMENT

WHEREAS, Innovative Brands, LLC, a Delaware limited liability company (“Assignor”), is the owner of the trademarks and the applications and/or registrations therefor shown on Schedule A (attached hereto, collectively, the “Trademarks”);

WHEREAS, Helen of Troy Limited, a Barbados international business company (“Assignee”), desires to acquire the entire right, title and interest in and to said Trademarks; and

WHEREAS, Assignor and Assignee have agreed in an Asset Purchase Agreement dated as of March 9, 2010 that Assignor will assign to Assignee the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, as of the date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the good will symbolized by the Trademarks and the applications and registrations therefor, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

Executed on March 31, 2010

ASSIGNOR:

INNOVATIVE BRANDS, LLC

By: Innovative Brands Holdings, LLC, its Manager

By: TNC Group, Inc., its Manager


By: _____

Name: Tina Rhodes

Title: Vice President

ASSIGNEE:

HELEN OF TROY LIMITED

By: 

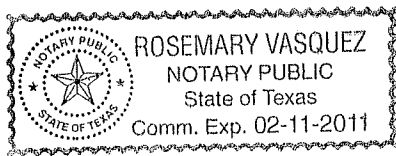
Name: GERALD J. RUBIN

Title: CHAIRMAN, CEO & PRESIDENT

STATE OF TEXAS :
 :
COUNTY OF EL PASO : SS:

Before me personally appeared Gerald J. Rubin, to me known to be the same person described in and who executed the foregoing instrument, and acknowledged that he/she executed the same, of his/her own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 31 day of March, 2010.



Rosemary Vasquez
Notary Public

Schedule A

06.08.01 SURE US Trademark Registrations

COUNTRY	MARK	GOODS	REGISTRATION NO.	LAPSE DATE
USA	SURE	Personal deodorant	713,279	28-Sep-11
USA	SURE	Deodorant with anti-perspirant properties	1,027,163	16-Jun-16
USA	SURE ADVANTAGE	Personal deodorant and anti-perspirant	2,418,345	2-Jul-11

06.08.03 SURE Non-US Trademark Registrations

COUNTRY	MARK	GOODS	REGISTRATION NO.	LAPSE DATE
Canada	SURE PRO STICK	Personal deodorant	TMA388086	23-Feb-22
Canada	SURE	Deodorants & anti-perspirants	TMA287314	27-Jul-14
Canada	SURE	Personal deodorant	TMA179365	5-May-17
Canada	SURE	Personal deodorant	TMA156890	17-Nov-13
China	SURE	Anti-perspirants and deodorants for personal use	834255	28-Oct-16
Costa Rica	SURE	Deodorants not intended for personal use	56128	16-Apr-10
Costa Rica	SURE	Toilet and bath soaps, cosmetics, perfumes, shampoos, dentifrices and other preparations for teeth and hair; bleaching, cleaning, polishing and degreasing preparations	52008	25-Oct-17
Cuba	SURE	Personal deodorant	128091	31-Jan-18
El Salvador	SURE	Soaps, personal deodorants and antiperspirants; cosmetics	233BK-94	
Honduras	SURE	Hygienic and sanitary substances	42366	
Honduras	SURE	Soaps for personal use, including deodorant soaps with antiseptic and antibacterial properties; cleaning and cleansing preparations for the care and cleaning of teeth and hair, cosmetics, perfumes and toilet preparations	46575	
Hong Kong	SURE	Anti-perspirants and deodorants	B8602/1996	28-Jan-15
Mexico	SURE	Deodorants and antiperspirants	539680	17-Sep-14
Netherlands Antilles	SURE	Soaps, detergents, perfumery, essential oils, cosmetics, hair lotions, dentifrices, deodorants and anti-perspirants	1886	10-Jan-16
Oman	SURE	Sanitary pants & briefs	2877	3-Jan-10
Panama	SURE	Deodorants with anti-perspirant properties	21656	5-Mar-18
South Korea	SURE	Shaving soaps, liquid soaps, deodorant soaps, bath soaps, cream soaps, toilet soaps, anti-perspirants, deodorants for personal use, and perfumes	584393	7-Dec-14
Taiwan	SURE (Chinese/CI)	Personal deodorant	802805	15-Nov-18

06.06.01 PERT US Trademark Registrations

COUNTRY	MARK	GOODS	REGISTRATION NO.	LAPSE DATE
USA	PERT	Shampoo for the hair	739,170	9-Apr-13
USA	PERT	Creme rinse and conditioner for the hair	1,189,689	16-Aug-12
USA	PERT PLUS	Hair shampoo & conditioner	1,574,237	2-Jan-10
USA	PERT PLUS FRESH	Hair care preparations, namely, shampoo and conditioner	2,760,413	2-Mar-10

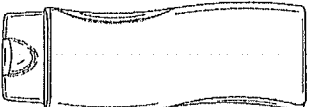
06.06.03 PERT Non-US Trademark Registrations

COUNTRY	MARK	GOODS	REGISTRATION NO.	LAPSE DATE
Aruba	PERT PLUS	Soaps, perfumery, agents for body and beauty care, shampoos, hair lotions and other hair care products, ethereal oils, cosmetic agents	15601	8-Jul-12
Barbados	PERT	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	81-10367	28-Dec-11
Barbados	PERT PLUS	Products for the care and beauty of the hair, namely, shampoos, crème rinses, conditioners, hair sprays, hair setting mousses and hair setting gels	81-8533	3-Dec-09
Bahamas	PERT	Perfumery (including toilet articles, preparations for teeth and hair and perfumed soap); specifically soaps, perfumery, essential oils, cosmetics, hair lotions; dentifrices	22997	15-Feb-15
Bahamas	PERT PLUS	Hair care products including hair shampoo and conditioner	14932	6-Jun-20
Bermuda	PERT	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	32026	28-Feb-22
Bermuda	PERT PLUS	Soaps, perfumery, agents for beauty and body care, shampoos, hair lotions and other hair care products, essential oils, and cosmetic	21856	15-Mar-14
Canada	PERT PLUS FOR KIDS & DEVICE	Hair shampoo & conditioner	TMA436910	9-Jun-10
Canada	PERT PLUS	Hair shampoo & conditioner	TMA379417	1-Aug-21
Canada	PERT	Crème shampoo	TMA123960	13-Apr-22
Canada	PERT	Crème shampoo	TMA258649	8-Nov-11
Canada	PERT		TMA266896	26-Aug-12
Canada	PERT	Crème rinse & conditioner	TMA260365	26-Dec-11
Canada	PERT PLUS	Hair shampoo & conditioner	TMA377397	14-Jun-21
Canada	PERT PLUS POUR ENFANTS Design	Hair shampoo & conditioner	TMA436616	2-Jun-10
Canada	PERT	Hair shampoo & conditioner	TMA435826	18-May-10
Canada	PERT	Hair shampoo & conditioner	TMA435827	18-May-10
Canada	PERT PLUS FRESH	Hair care preparations, namely, shampoo and conditioner	TMA604274	5-Sep-19
Cayman Islands	PERT	Toilet preparations for the hair and toilet articles included in class 3, and make-up kits comprising such goods	B721702	11-Mar-13

06.06.03 PERT Non-US Trademark Registrations

COUNTRY	MARK	GOODS	REGISTRATION NO.	LAPSE DATE
Cuba	PERT PLUS (& Device 95)	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; specifically shampoos and hair care products	130455	31-Jan-18
Dominican Republic	PERT	Soaps for industrial purposes and domestic use, substances for washing, bleaching, cleaning and removing stains; specifically, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices	116360	15-Jun-11
Dominican Republic	PERT PLUS	Shampoo and conditioner for the hair	49792	16-Apr-11
Haiti	PERT	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	243-128	30-Oct-11
Haiti	PERT PLUS	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	443-93	1-Mar-13
Jamaica	PERT PLUS	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	24433	
Netherlands Antilles	PERT	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	1872	17-Feb-11
Netherlands Antilles	PERT PLUS	Soaps, perfumery, agents for beauty and body care, shampoos, hair lotions and other hair care products, essential oils, and cosmetic	1873	6-Jul-12
Puerto Rico	PERT	Creme rinse and conditioner	24154	
Trinidad & Tobago	PERT	Soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices	31046	17-Feb-11
Trinidad & Tobago	PERT PLUS	Perfumery (including toilet articles, preparations for teeth and hair and perfumed soap)	20333	13-Jun-16

INNOVATIVE BRANDS, LLC
TRADEMARK APPLICATIONS AND REGISTRATIONS

MARK	OWNER	FILING DATE	SERIAL No. REGISTRATION No.	GOODS AND SERVICES INTERNATIONAL CLASSES FIRST USE	STATUS	FUTURE ACTIONS
	Innovative Brands, LLC	9/10/2009	SN: 77/823392	Hair care preparations, namely, shampoos and conditioners; body wash; grooming products, namely, shaving preparations and facial washes (Class 3) ITU	PENDING 12/20/2009 Office Action	Response to Office Action due 6/20/2010
CLINICAL POWER	Innovative Brands, LLC	11/29/2007	SN: 77/340051 RN: 3573689	Antiperspirants and deodorants for personal use (Class 3) First use: 2/5/2008 Disclaims: CLINICAL	REGISTERED 2/10/2009	Affidavit of Use due 2/10/2014 - 2/10/2015 Renewal due 2/10/2018 - 2/10/2019
CRAZY GOOD HAIR, WITHOUT THE CRAZINESS.	Innovative Brands, LLC	10/2/2008	SN: 77/584432 RN: 3615915	Hair care preparations, namely, shampoos and conditioners (Class 3) First Use: 07/29/2008	REGISTERED 5/5/2009	Affidavit of Use due 5/5/2014 - 5/5/2015 Renewal due 5/5/2018 - 5/5/2019

CRAZY GOOD HAIR, WITHOUT THE CRAZINESS.	Innovative Brands, LLC	10/2/2008	SN: 77/584433	Hair care preparations, namely, styling gel and cream, styling mousse, hair spray, hair color; Body wash; Men's grooming products, namely, shaving preparations and facial washes (Class 3) ITU	PENDING 11/3/2009 Notice of Allowance	Statement of Use or 1 st extension due 5/3/2010
MOUNTAIN FROST	Innovative Brands, LLC	6/30/2008	SN: 77/511166 RN: 3610237	Antiperspirants and deodorants for personal use (Class 3) First use: 1/13/2009	REGISTERED 4/21/2009	Affidavit of Use due 4/21/2014 - 4/21/2015 Renewal due 4/21/2018 - 4/21/2019
OUTDOOR SPORT	Innovative Brands, LLC	6/30/2008	SN: 77/511168 RN: 3667635	Antiperspirants and deodorants for personal use (Class 3) First use: 1/13/2009 Disclaims: SPORT	REGISTERED 8/11/2009	Affidavit of Use due 8/11/2014 - 8/11/2015 Renewal due 8/11/2018 - 8/11/2019
RAISE YOUR HAND IF YOU'RE SURE	Innovative Brands, LLC	2/18/2009	SN: 77/673060 RN: 3676196	Antiperspirants and deodorants for personal use (Class 3) First use: 1980	REGISTERED 9/1/2009	Affidavit of Use due 9/1/2014 - 9/1/2015 Renewal due 9/1/2018 - 9/1/2019
SURE MAX	Innovative Brands, LLC	11/29/2007	SN: 77/340040 RN: 3573687	Antiperspirants and deodorants for personal use (Class 3) First use: 2/5/2008	REGISTERED 2/10/2009	Affidavit of Use due 2/10/2014 - 2/10/2015 Renewal due 2/10/2018 - 2/10/2019

SURE MAX CLINICAL POWER	Innovative Brands, LLC	11/29/2007	SN: 77/340044 RN: 3573688	Antiperspirants and deodorants for personal use (Class 3) First use: 2/5/2008 DISCLAIMS: CLINICAL	REGISTERED 2/10/2009	Affidavit of Use due 2/10/2014 - 2/10/2015 Renewal due 2/10/2018 - 2/10/2019
CRISP BREEZE	Innovative Brands, LLC	6/30/2008	SN: 77/511161	Antiperspirants and deodorants for personal use (Class 3) TU	ABANDONED 1/22/2009 instructions from Dave Greenberg to allow application to lapse	