

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
Conair Corporation		07/23/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Allegro Mfg. Inc.		
Street Address:	7250 East Oxford Way		
City:	Commerce		
State/Country:	CALIFORNIA		
Postal Code:	90040		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3758204	PRIMROSE HILL	
CORRESPONDENCE DATA			
Fax Number:	(203)975-4658		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-708-2107		
Email:	annemarie_sheridan@conair.com		
Correspondent Name:	Anne Marie Sheridan		
Address Line 1:	One Cummings Point Road		
Address Line 4:	Stamford, CONNECTICUT 06902		
ATTORNEY DOCKET NUMBER:	08111		
NAME OF SUBMITTER:	annemarie_sheridan@conair.com		
Signature:	/Anne Marie Sheridan/		
Date:	07/26/2010		

CH \$40.00 3758204

Total Attachments: 1

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ASSIGNMENT

WHEREAS, **CONAIR CORPORATION** ("Assignor"), a Delaware Corporation, having an address at One Cummings Point Road, Stamford, Connecticut 06902, has adopted, used and is using the mark **PRIMROSE HILL** ("Mark"), which is registered in the United States Patent and Trademark Office under Reg. No. 3758204 dated March 9, 2010 ("Registration"); and

WHEREAS, **ALLEGRO MFG. INC.** ("Assignee"), a Delaware Corporation, having an address at 7250 East Oxford Way, Commerce, California 90040, is desirous of acquiring the Mark, the Registration, and any and all goodwill attached thereto and in and to any and all continuations, reissues, renewals, divisions, and extensions of the same and in and to any and all claims and demands against any third party, either at law or in equity, for past, present, and/or future infringement or other damage and/or injury to or misappropriation of the Mark, including the right to sue and collect damages for the same for Assignee's own use and benefit and that of its successors and assigns.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee and its successors and assigns, all of Assignor's worldwide right, title, and interest, in and to the Mark, the Registration, and any and all goodwill attached thereto and in and to any all continuations, reissues, renewals, divisions and extensions of the same and in and to any and all claims and demands against any third party, either at law or in equity, for past, present, and/or future infringement or other damage and/or injury to or misappropriation of the Mark, including the right to sue and collect damages for the same for Assignee's own use and benefit and that of its successors and assigns.

CONAIR CORPORATION

By: Richard A. Margulies

Name: Richard A. Margulies

Title: Senior Vice President and General Counsel

Dated: July 23, 2010