

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
SPORTSFRAGRANCE, INC.		07/21/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	UNILEVER SUPPLY CHAIN, INC.		
Street Address:	1 John Street		
City:	Clinton		
State/Country:	CONNECTICUT		
Postal Code:	06413		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2897931	IMPULSE	
CORRESPONDENCE DATA			
Fax Number:	(212)310-1659		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-626-4557		
Email:	lisa.rosaya@bakermckenzie.com, nyctrademarks@bakermckenzie.com		
Correspondent Name:	Lisa W. Rosaya		
Address Line 1:	1114 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	56193324-05		
NAME OF SUBMITTER:	Lisa W. Rosaya		
Signature:	/lwr/		
Date:	07/26/2010		

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Total Attachments: 2

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TRADEMARK

REEL: 004248 FRAME: 0229

ASSIGNMENT OF TRADEMARKS

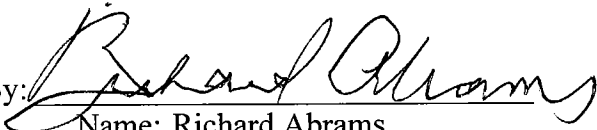
The undersigned, SPORTSFRAGRANCE, INC., a New York corporation, with a business address of 4524 E. Foothill Drive, Paradise Valley, Arizona 85253 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from UNILEVER SUPPLY CHAIN, INC., a Delaware company, with a business address of 1 John Street, Clinton, Connecticut 06413, ("Assignee") and pursuant to a certain Trademark Assignment Agreement entered into as of July 21, 2010 by and between Assignor and Assignee, 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 U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, the registration therefor listed on Exhibit A hereto, together with the whole of the goodwill of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed.

SPORTSFRAGRANCE, INC.

By: 

Name: Richard Abrams

Title: President and Chief Executive Officer

Date: 7/21/2010

EXHIBIT A

REG. NO.	TRADEMARK
2897931	IMPULSE