

**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>
Bartle Bogle Hegarty Limited		07/29/2010	COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BBH Partners LLP		
<b>Street Address:</b>	60 Kingly Street		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	W1B 5DS		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78351710	BBH	
<b>Serial Number:</b>	77088803		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(832)446-2443		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	832-446-2400		
<b>Email:</b>	WCtrademark@counselip.com		
<b>Correspondent Name:</b>	John C. Cain		
<b>Address Line 1:</b>	Wong Cabello Lutsch Rutherford & Bruccul		
<b>Address Line 2:</b>	20333 Tomball Parkway, 6th Floor		
<b>Address Line 4:</b>	Houston, TEXAS 77070		
<b>ATTORNEY DOCKET NUMBER:</b>	523-0010US		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	John C. Cain		

**CH \$65.00 78351710**

**900171628**

**TRADEMARK  
 REEL: 004278 FRAME: 0607**

Address Line 1: Wong Cabello Lutsch Rutherford & Bruccul  
Address Line 2: 20333 Tomball Parkway 6th Floor  
Address Line 4: Houston, TEXAS 77070

NAME OF SUBMITTER:

Kathleen E. Clavenna

Signature:

/Kathleen E. Clavenna/

Date:

09/15/2010

Total Attachments: 4

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Schedule 2

Confirmatory Trade Mark Assignment

This Agreement is made on **29TH JULY** 2010

Between:

- (1) Bartle Bogle Hegarty Limited (company number: 01622226) whose registered office is at 60 Kingly Street, London, W1B 5DS (the "Assignor"); and
- (2) BBH Partners LLP (partnership number: OC355051) whose registered office is at 60 Kingly Street, London, W1B 5DS (the "Assignee")

It is agreed as follows:

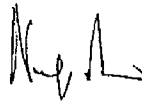
- 1. In consideration of the mutual obligations and undertakings by the parties hereunder pursuant to a Deed of Trade Mark Assignment dated **29** July 2010, the Assignor hereby confirms that with effect from **29** July 2010 it assigned to the Assignee:
  - (a) all its right, title and interest in the trade mark registrations and applications as set out in the Annex.
  - (b) all goodwill symbolised by and attaching to the trade marks and vesting in the Assignor's business which relates to the goods and services in respect of which the trade mark registrations and applications have been used.
- 2. This Deed shall be governed by and construed in accordance with English law. Each of the parties irrevocably submits for all purposes in connection with this Deed to the exclusive jurisdiction of the courts of England and Wales.

In witness whereof this Agreement has been signed on the date at the beginning of this document:

Signed by  
Bartle Bogle Hegarty Limited  
acting by:

)   
Director

Signed by  
BBH Partners LLP  
acting by:

)   
Member

Annex

Registrations

Country	Mark	Case Status	Application No.	Application Date	Registration No.	Registration Date	Classes
Brazil	BBH	Granted/ Registered	824930592	09/09/2002	824930592	21/08/2007	35,35,10
Brazil	BBH and Sheep and Red Dots Device	Granted/ Registered	824938135	18/09/2002	824938135	21/08/2007	35,35,10
China	BBH and Sheep and Red Dots Device	Granted/ Registered	4415094	14/12/2004	4415094	14/07/2008	35
European Community	BBH and Sheep and Red Dots Device	Granted/ Registered	003610731	19/12/2003	003610731	19/12/2003	09,16,35
European Community	ELIXIR	Granted/ Registered/ Expired	001342047	04/10/1999	001342047	16/01/2001	35
European Community	MINT SOURCE	Granted/ Registered	002670560	12/04/2002	002670560	12/04/2002	09,35,41
European Community	NO-LAG	Granted/ Registered	003044567	04/02/2003	003044567	04/02/2003	03,05,10,44
European Community	Sheep and Red Dots (New) Logo	Granted/ Registered	005625892	18/01/2007	005625892	18/01/2007	09,16,35
International Protocol Filed for China Japan	BBH	Registered but under examination	949339	02/11/2007	949339	02/11/2007	16,35,41

Singapore									
USA									
Japan	BBH and Sheep and Red Dots Device	Granted/ Registered	2003-115117	25/12/2003	4833575	21/01/2005	35		
Japan	ELIXIR	Granted/ Registered	102960/99	09/11/1999	4473098	11/05/2001	35		
Singapore	BBH and Sheep and Red Dots Device	Granted/ Registered	T03/20841C	29/12/2003	T03/20841C	29/12/2003	35		
Singapore	ELIXIR	Granted/ Registered/ Expired	T99/12683I	05/11/1999	T99/12683I	20/06/2001	35		
United Kingdom	BBH	Granted/ Registered	2465221	24/08/2007	2465221	24/08/2007	16,35,41		
United Kingdom	BBH	Granted/ Registered	2184103	09/12/1998	2184103	03/12/1999	35		
United Kingdom	BLACK SHEEP	Granted/ Registered	2252208	09/11/2000	2252208	09/11/2000	09,35,38,41,42		
United Kingdom	FAME FACTORY	Granted/ Registered	2241826	07/08/2000	2241826	05/10/2001	09,35,41,42		
United Kingdom	PLAY PEN	Granted/ Registered	2473344	26/11/2007	2473344	26/11/2007	09,35,41,45		
United Kingdom	SWINGER	Granted/ Registered	2246686	26/09/2000	2246686	16/11/2001	09,35,41		
United Kingdom	VITAMIN As	Granted/ Registered	2287182	03/12/2001	2287182	03/12/2001	09		
United States of America	BBH and Sheep and Red Dots Device	Granted/ Registered	78/351710	14/01/2004	3282332	21/08/2007	35		

Applications

Country	Mark	Case Status	Application No.	Application Date	Classes
Brazil	Sheep and Red Dots (new) Logo	Advertised/ Published	829067590	22/02/2007	35
China	Sheep and Red Dots (new) Logo	Application Filed	6171611	18/07/2007	35
India	BBH	Under Examination	1655936	20/02/2008	16,35,41
India	Sheep and Red Dots (new) Logo	Under Examination	1655937	20/02/2008	16,35,41
United States of America	Sheep and Red Dots (New) Logo	Under Examination	77/088803	23/01/2007	09,16,35