

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Lush Ltd. | | 07/22/2010 | COMPANY: UNITED KINGDOM |
| RECEIVING PARTY DATA | | | |
| Name: | Steelray No. 162 Limited | | |
| Street Address: | 5 Bassett Wood Drive | | |
| City: | Southampton | | |
| State/Country: | UNITED KINGDOM | | |
| Postal Code: | SO16 3PT | | |
| Entity Type: | COMPANY: UNITED KINGDOM | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2629610 | BALLISTIC | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (612)332-9081 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 612.332.5300 | | |
| Email: | dmattessich@merchantgould.com | | |
| Correspondent Name: | Danielle I. Mattessich | | |
| Address Line 1: | Merchant & Gould P.C. | | |
| Address Line 2: | P.O. Box 2910 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402 | | |
| ATTORNEY DOCKET NUMBER: | 16244.0011US01 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | John A. Clifford | | |
| Address Line 1: | Merchant & Gould P.C. | | |
| Address Line 2: | P.O. Box 2910 | | |

OP \$40.00 2629610

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**TRADEMARK
 REEL: 004280 FRAME: 0527**

Address Line 4: Minneapolis, MINNESOTA 55402

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| NAME OF SUBMITTER: | Danielle I. Mattessich |
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| Signature: | /daniellemattessich/ |
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| Date: | 09/18/2010 |
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Total Attachments: 3

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TRADE MARK ASSIGNMENT UNITED STATES OF AMERICA

THIS AGREEMENT is made the *22nd* day of July 2010 (Two Thousand and Ten).

BETWEEN:

1. **Lush Limited** of 29½ High Street, Poole, Dorset, BH15 1AB, a Company organised and existing under the laws of England & Wales (hereinafter referred to as the "**Lush**") the Assignor

AND

2. **Steelray No.162 Limited**, 5 Bassett Wood Drive, Southampton, SO16 3PT, a Company organised and existing under the laws of England & Wales (hereinafter referred to as the "**Steelray** ") the Assignee

WHEREAS

- (A) Lush is the proprietor of the Trade Mark listed in the attached schedule, hereinafter referred to as the "**Trade Mark**".
- (B) Lush agrees to assign to Steelray the Trade Mark on the terms and conditions hereinafter mentioned.
- (C) Steelray agrees to accept the assignment of the mark on the terms and conditions hereinafter mentioned.


NOW THIS AGREEMENT WITNESSETH as follows:-

The Assignor hereby confirms it has not granted any assignments by way of security, charges or licences to use the Mark nor has the Assignor either by act or omission caused or permitted anything which may endanger the registration of the Trade Mark.


In consideration of the sum of £10 now paid by the Assignee to the Assignor (the receipt of which the Assignor hereby acknowledges) the Assignor hereby assigns the Trade Mark to the Assignee, together with all rights, title and interest in the Trade Mark including all rights of action, powers and benefits to the same belonging or accrued, including the right to sue for past infringements and the goodwill associated with the use of the Trade Mark including the goodwill in the business of the original Registered Proprietor in the services in respect of which the Trade Mark is registered **TO HOLD** the same unto the Assignee absolutely.


IN WITNESS WHEREOF the parties have executed this Agreement with effect from the day and year first above written.

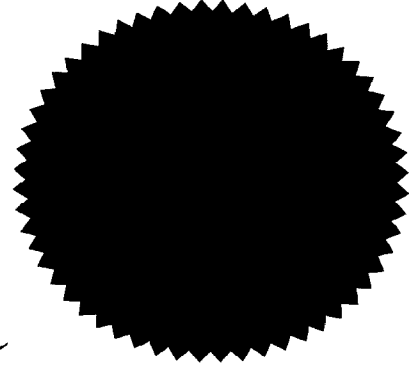
Executed for and on behalf of **Lush Limited** in accordance with the laws of its incorporation

Signature:) 
Name:) S COLE
Title) HEAD OF IP

Executed for and on behalf of **Steelray No.162 Limited** in accordance with the laws of its incorporation

Signature:) 
Name:) D. J. SPRINGER
Title:) LIQUIDATOR


Notary Public



SCHEDULE

United States of America

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|-----------|------------------|--------------------------|----------|---------|--------------|------------|
| Lush Ltd. | BALLISTIC | United States of America | 75535140 | 2629610 | 8 Oct 2002 3 | Registered |
|-----------|------------------|--------------------------|----------|---------|--------------|------------|