

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
Private Formula International Pty Ltd		09/20/2010	Proprietary Limited: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Private Formula Corp		
Street Address:	1 Enterprise		
Internal Address:	Legal Dept.		
City:	Aliso Viejo		
State/Country:	CALIFORNIA		
Postal Code:	92656		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3720060	HISSYFIT	
Registration Number:	3763775	RENUNAIL	
CORRESPONDENCE DATA			
Fax Number:	(949)461-6661		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-461-6168		
Email:	matthew.marshall@valeant.com		
Correspondent Name:	Matthew Marshall		
Address Line 1:	1 Enterprise		
Address Line 2:	Legal Dept.		
Address Line 4:	Aliso Viejo, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	PFC		
NAME OF SUBMITTER:	Matthew Marshall		

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**TRADEMARK
 REEL: 004282 FRAME: 0595**

Signature:	/matthew marshall/
Date:	09/21/2010
Total Attachments: 2 source=Assign#page1.tif source=Sch#page1.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, **PRIVATE FORMULA INTERNATIONAL PTY LTD**, a corporation established and existing under the laws of **Australia** and having its address at **460 Bay Street, Port Melbourne, Victoria 3207, Australia** (hereinafter Assignor), is the proprietor of the Trademark listed on the attached Schedule A (the Trademark); and


WHEREAS, **PRIVATE FORMULA CORP**, a corporation established and existing under the laws of **California** and having its address at **One Enterprise, Aliso Viejo, California 92656, USA** (hereinafter Assignee) is desirous of acquiring the entire right, title and interest in and to said Trademark, including the trademark registration listed on the attached schedule A, together with that part of the goodwill of the Assignor's business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said Trademark, together with that part of the goodwill of the business symbolized by the said Trademark;

This assignment includes the right to sue and recover for all infringements which shall have occurred prior to the effective date hereof.

IN WITNESS WHEREOF, this Agreement has been signed by duly authorized representatives of each of the parties hereto as of the date first written below.

PRIVATE FORMULA INTERNATIONAL
PTY LTD

By: 

Name: Robert R. Chai-Onn

Title: Director

Date: Sept 20, 2010

PRIVATE FORMULA CORP

By: 

Name: Peter J. Blott

Title: Officer and Director

Date: Sept 20, 2010

SCHEDULE A

Country	Trademark	Filing Date	Filing no.	Reg. no.	Renewal no.	Registered owners
United States	HISSYFIT	03/03/2005	78579275	3720060		Private Formula International Pty Ltd.
United States	RENUNAIL	10/09/2007	77299948	3763775		Private Formula International Pty Ltd.

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