

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
MARBERT Holding AG		11/05/2010	CORPORATION: GERMANY
RECEIVING PARTY DATA			
Name:	Essence Trademarks S.A.		
Street Address:	5, Avenue Gaston Diderich		
City:	Luxembourg		
State/Country:	LUXEMBOURG		
Postal Code:	1420		
Entity Type:	CORPORATION: LUXEMBOURG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0974442	MARBERT	
CORRESPONDENCE DATA			
Fax Number:	(212)588-0500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 588 0800		
Email:	salli-rampersad@flhlaw.com		
Correspondent Name:	Frommer Lawrence & Haug LLP		
Address Line 1:	745 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10151		
ATTORNEY DOCKET NUMBER:	514446-8151		
DOMESTIC REPRESENTATIVE			
Name:	Frommer Lawrence & Haug LLP		
Address Line 1:	745 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10151		

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 REEL: 004419 FRAME: 0552

NAME OF SUBMITTER:	Deena Levy Weinhouse
Signature:	/Deena Levy Weinhouse/
Date:	11/22/2010
Total Attachments: 1 source=00849557#page1.tif	

514446-8151

Registration No.	Registration Date	Mark
974442	December 4, 1973	MARBERT

TRADEMARK ASSIGNMENT

WHEREAS, Marbert Holding AG, a company organized under the laws of Germany, with an address of 400 Dusseldorf 13, Germany (hereinafter referred to as "ASSIGNOR"), owns the above-listed US trademark registration;

WHEREAS, Essence Trademarks S.A. is a company organized under the laws of Luxembourg, with an address of 5, Avenue Gaston Diderich, 1420 Luxembourg, Luxembourg (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring desirous of acquiring the rights in and to said registered trademark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns and transfers to ASSIGNEE all of its right, title and interest in and to said trademark registration, together with the goodwill of ASSIGNOR's business connected with and symbolized by the registration.

ASSIGNOR

Marbert Holding AG

By: 

Name: Dr. Michael Best
(Typed): (Authorized Trademark Attorney)

Dated: 5th November 2010

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