

TRADEMARK ASSIGNMENT

Electronic 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
Knowledge & Merchandising Inc Ltd		05/12/2011	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	The King of Shaves Company Ltd
Street Address:	10 Penn Road
Internal Address:	Neil Muttock 1st Floor
City:	Beaconsfield
State/Country:	UNITED KINGDOM
Postal Code:	HP9 2LH
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	78649597	MAGNAGEL
Registration Number:	3143216	ALPHAGEL
Registration Number:	3381682	KING OF BLADES
Registration Number:	3653005	ULTRAGEL
Registration Number:	3257394	KING OF SHAVERS
Registration Number:	3174487	XCD ENHANCE CAMOUFLAGE DEFEND
Registration Number:	3115610	KING OF SHAVES
Registration Number:	2408229	KINEXIUM
Registration Number:	2173312	KING OF SHAVES

CORRESPONDENCE DATA

Fax Number: (208)150-7876
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: +4407764339408

900192158

TRADEMARK
REEL: 004543 FRAME: 0786

OP \$240.00 78649597

Email: neil.muttock@kingofshaves.com
Correspondent Name: The King of Shaves Company Ltd
Address Line 1: 10 Penn Road
Address Line 2: Neil Muttock 1st Floor
Address Line 4: Beaconsfield, Bucks, UNITED KINGDOM HP9 2LH

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Neil Muttock

Signature:

/Neil Muttock/

Date:

05/18/2011

Total Attachments: 2

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BETWEEN

1. Knowledge & Merchandising Inc. Ltd, a company registered in the UK, of 17-19 Chiltern Court, Ashridge Road, Chesham, Bucks, HP5 2PX, UK ("the Assignor").

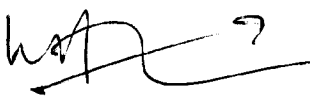
2. The King of Shaves Company Ltd, a company registered in the UK, 1st Floor, 10 Penn Road, Beaconsfield, Bucks, HP9 2LHUK . (the "Assignee").

WHEREAS

A The Assignor is the registered proprietor of the trade mark registrations as included on the attached schedule (the IP Rights).


B The Assignor wishes to assign and the Assignee wishes to acquire the IP rights under the terms hereof.

NOW THEREFORE THIS DEED WITNESSETH that in consideration of the sum of one pound paid by the Assignee to the Assignor (receipt of which is hereby acknowledged), the Assignor as beneficial owner HEREBY ASSIGNS unto the Assignee the full share of the IP rights with the Assignors full right, title, goodwill and interest including therein and thereto and all rights of action powers and benefits thereto belonging or accrued TO HOLD the same unto the Assignee absolutely and the Assignor hereby covenants with the Assignee that the Assignor will at the direction and expense of the Assignee take all such action and execute all such additional deeds and documents as may be required in order to perfect the assignment hereby effected.

SIGNED on behalf of 
Knowledge & Merchandising Inc. Ltd

by Mr William A King name and title:
Witness: J. T. WICKHAM Name and address:

J T WICKHAM
17 STRATHCONA CL
BLACKWELL HEATH
BUCKS.
HP10 9NG.

SIGNED on behalf of 
The King of Shaves Company Limited

by Mr William A King name and title:
Witness: J. T. WICKHAM Name and address:

J T WICKHAM
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BLACKWELL HEATH
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	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	78649597	3282448	MAGNAGEL	TARR	LIVE
2	78487171	3143216	ALPHAGEL	TARR	LIVE
3	78072690	3381682	KING OF BLADES	TARR	LIVE
4	77037844	3653005	ULTRAGEL	TARR	LIVE
5	76564736	3257394	KING OF SHAVERS	TARR	LIVE
6	76548097	3174487	XCD ENHANCE CAMOUFLAGE DEFEND	TARR	LIVE
7	76499710	3115610	KING OF SHAVES	TARR	LIVE
8	75758164	2408229	KINEXIUM	TARR	LIVE
9	74705937	2173312	KING OF SHAVES	TARR	LIVE

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