

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
Nicene Brands I		04/14/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Ultimark Products, LLC		
Street Address:	2250 Hickory Road, Suite 150		
City:	Plymouth Meeting		
State/Country:	PENNSYLVANIA		
Postal Code:	19462		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77182705	PORCELANA	
Serial Number:	77951407	EXPERIENCE THE SKIN YOU WERE BORN TO LOVE	
Serial Number:	77951404	EXPERIENCE THE SKIN YOU WERE BORN TO LOVE	
Registration Number:	1119493	PORCELANA	
CORRESPONDENCE DATA			
Fax Number:	(215)965-1331		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-965-1236		
Email:	esteigerwalt@panitchlaw.com		
Correspondent Name:	Emily Steigerwalt (688211.5003)		
Address Line 1:	PANITCH SCHWARZE BELISARIO & NADEL LLP		
Address Line 2:	2005 Market Street, Suite 2200		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	688211.5003		

CH \$115.00 77182705

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**TRADEMARK
 REEL: 004556 FRAME: 0345**

NAME OF SUBMITTER:	Emily R. Steigerwalt
Signature:	/Emily R. Steigerwalt/
Date:	06/08/2011
Total Attachments: 8 source=00317146#page1.tif source=00317146#page2.tif source=00317146#page3.tif source=00317146#page4.tif source=00317146#page5.tif source=00317146#page6.tif source=00317146#page7.tif source=00317146#page8.tif	

TRADEMARK ASSIGNMENT

This ASSIGNMENT (“**Assignment**”) dated April 14th, 2011 from Nicene Brands I, LLC, a Delaware limited liability company (“**Assignor**”), to and with Ultimark Products, LLC, a Delaware limited liability company (“**Assignee**”).

WITNESSETH:

WHEREAS, Assignor, Assignee, and certain other persons are parties to a certain Asset Purchase Agreement, dated as of the date hereof (the “**Agreement**”) Capitalized terms used herein but not defined herein shall have the respective meanings given to them in the Agreement.

WHEREAS, pursuant to the Agreement, Assignor has provided for the sale, conveyance, transfer and delivery of the right, title and interest in and to certain trademarks owned by Assignor to Assignee, in the manner and to the extent set forth herein.

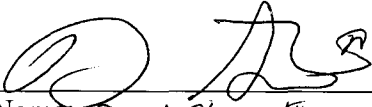
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor hereby sells, conveys, assigns, transfers and delivers to Assignee, its successors and assigns, to have and to hold the same for use and enjoyment of Assignee and its successors and assigns, the entire right, title and interest in and to, or arising under, the trademarks set forth on Schedule A (together with any registrations or applications therefor, the “**Trademarks**”), together with the goodwill associated therewith, along with the right to recover for damages and profits for past and future infringements thereof, the Trademarks to be held and enjoyed by Assignee for its own use and behalf and for the use and behalf of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.
2. Further Assurances. Assignor, for itself and its successors and assigns hereby agrees with Assignee, its successors and assigns, that Assignor will do, execute and deliver or will cause to be done, executed and delivered all such further acts, transfers, assignments, conveyances, powers of attorney and assurances, and will take all such further action, in order to better assure, convey and confirm unto Assignee, its successors and assigns, all and singular the Trademarks hereby sold, conveyed, assigned and delivered as Assignee, its successors and assigns, shall reasonably request.
3. Asset Purchase Agreement. The execution and delivery of this Assignment shall not be (or be deemed) a waiver or discharge of, or modification to or expansion of, any representation, warranty, covenant, or agreement thereunder in or under the Agreement, and such execution and delivery shall not be deemed a modification of any provision of the Agreement in any respect.
4. Headings. Section headings contained in this Assignment are solely for the convenience of reference and shall not affect the meaning or interpretation of this Assignment or of any term or provision hereof.

5. Successors and Assigns. This Assignment shall inure to the benefit of, and be binding upon, Assignor and Assignee and their respective successors and assigns.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of the date first written above.

NICENE BRANDS I, LLC

By: 
Name: David Stearns
Title: Secretary

[Signature Page to Trademark Assignment]

SCHEDULE A

A. U.S. TRADEMARKS

TRADEMARK	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	NEXT RENEWAL	OWNER OF RECORD	CLASS/GOODS
PORCELANA	Registered	73/091,120	1119493	05-Jun-1979	05-Jun-2019	Nicene Brands I, LLC	05 Int.: Medicated complexion cream
PORCELANA	Pending	77/182,705				Nicene Brands I, LLC	03 Int.: Non-medicated skin care preparations
EXPERIENCE THE SKIN YOU WERE BORN TO LOVE	Pending	77/951,407				Nicene Brands I, LLC	05 Int.: medicated skin care preparations
EXPERIENCE THE SKIN YOU WERE BORN TO LOVE	Pending	77/951,404				Nicene Brands I, LLC	03 Int.: no-medicated skin care preparations

B. INTERNATIONAL TRADEMARKS

TRADEMARK	COUNTRY	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	OWNER OF RECORD	CLASS/GOODS
PORCELANA	AE	Registered	4801	5118	02-Jan-1994	Henkel Corporation	05 Int.: Medicated complexion cream
PORCELANA	AU	Registered	591876	591876	07-Dec-1992	Nicene Brands I, LLC	03 Int.: Skincare products in this class including body lotions, creams and soaps; and all other goods in this class
PORCELANA	AU	Registered	405923	A405923	28-Mar-1984	Nicene Brands I, LLC	05 Int.: Medicated skin bleaching creams
PORCELANA	BM	Registered		9233	24-Aug-1981	Henkel Corporation	05 Int.: Medicated complexion cream
PORCELANA	BN	Registered	36111	36111	23-Mar-2004	Nicene Brands I, LLC	03 Int.: Preparations for body and beauty care, perfumery, essential oils, skin care preparations, namely creams, soaps, body lotions, skin moisturizers, facial scrubs, facial lotions,

TRADEMARK	COUNTRY	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	OWNER OF RECORD	CLASS/GOODS
							facial creams and skin gels
PORCELANA	BO	Registered		63621-A	15-Aug-1994	Henkel Corporation	03 Int.: Skin care products including body lotions, creams and soaps
PORCELANA	BR	Registered	800208242	800208242	25-Oct-1983	Henkel Corporation	05 Int.: Pharmaceutical preparations, medicated cream for lightening discolored or darkened skin areas
PORCELANA	CA	Registered	450275	TMA279528	13-May-1983	Porcelana, LLC	99 Canada: Medicated complexion cream
PORCELANA	CH	Registered	4908	314529	10-Sep-1981	Henkel Corporation	03 Int.: Products for body and beauty care, medicated skin or complexion cream; 05 Int.: Products for body and beauty care, medicated skin or complexion cream
PORCELANA	CN	Registered	92-086973	681015	14-Mar-1994	Henkel Corporation	05 Int.: Medicated skin care products including body lotions, fade creams and soaps
PORCELANA	CN	Registered	92-005401	626068	20-Jan-1993	Henkel Corporation	
PORCELANA in Chinese Characters	CN	Registered	93-101257	964534	21-Mar-1997	Henkel Consumer Goods, Inc.	03 Int.: Skin care products, including body lotions, creams and soaps
PORCELANA in Chinese Characters	CN	Registered	93-101258	1218252	28-Oct-1998	Henkel Consumer Goods, Inc.	05 Int.: Medicated skin care products, including body lotions, fade creams and soaps
PORCELANA	CR	Registered		79160	09-Apr-1992	Henkel Corporation	03 Int.: Skin care products
PORCELANA	CR	Registered		83404	23-Jul-1993	Henkel Corporation	05 Int.: Medicated skin care products including body lotions, fade creams and soaps
PORCELANA	DE	Registered	L33162	1179523	29-Jul-1991	Nicene Brands I, LLC	03 Int.: Cosmetics, soaps, skin care products
PORCELANA	DE	Registered	L36530	2053643	02-Dec-1992	Nicene Brands I, LLC	05 Int.: Medicated skin care products, dermatics, especially body lotions, crèmes, ointments, sprays

TRADEMARK	COUNTRY	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	OWNER OF RECORD	CLASS/GOODS
							and medicated soaps
PORCELANA	DK	Registered	03150/80	03963/1981	11-Dec-1991	Henkel Corporation	03 Int.: All goods in Class 3; 05 Int.: All goods in Class 5, especially medicinal complexion creams
PORCELANA	EC	Registered	35866	56/94	01-Feb-1994	Henkel Corporation	05 Int.: All products in Class 5, especially medicated skin care products including body lotions, fade creams and soaps
PORCELANA	EC	Registered	21737	1294-91	24-Jul-1991	Henkel Corporation	03 Int.: Bleaching agents for the skin
PORCELANA	ES	Registered	1741215	1741215	26-Jan-1993	Nicene Brands I, LLC	05 Int.: Medicated skin care products, in particular body lotions and creams for eliminating skin spots
PORCELANA	ES	Registered	947670	947670	09-Jul-1980	Nicene Brands I, LLC	03 Int.: Facial cream; soaps and skin care preparations in the form of lotions and creams
PORCELANA	FR	Registered	92/446830	92/446830	21-Dec-1992	Henkel Corporation	05 Int.: Medicated skin care products including body lotions, fade creams and soaps
PORCELANA	GB	Registered	1520275	1520275	01-Dec-1992	Porcelana, LLC	03 Int.: Soaps, all for personal use; perfumery; lotions and creams, all for use on the body; skin care preparations; antiperspirants and deodorants, all for personal use; toiletries; all included in Class 3
PORCELANA	GR	Registered	99168	99168	23-May-1990	Nicene Brands I, LLC	03 Int.: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparation; soap, perfumery, essential oils, cosmetics, hair

TRADEMARK	COUNTRY	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	OWNER OF RECORD	CLASS/GOODS
							lotions; dentifrices; 05 Int.: Pharmaceutical, veterinary and sanitary preparations; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides
PORCELANA	GT	Registered	R-1079-8	34823	21-Jun-1978	Henkel Corporation	03 Int.: Hair care products and hair styling preparations in Class 3
PORCELANA	HK	Registered	18867/1992	199403359	08-Jun-1994	Nicene Brands I, LLC	03 Int.: Skin care preparations; hair care preparations; non-medicated toilet preparations; soaps, perfumery; essential oils; cosmetics, hair and body lotions and creams; dentifrices, preparations, solutions, compositions therefor
PORCELANA	HN	Registered		56305	20-Oct-1992	Henkel Corporation	05 Int.: Medicated skin creams
PORCELANA	HU	Registered	M0401222	182790	18-Mar-2004	Henkel Corporation	03 Int.: Preparations for body and beauty care, perfumery, essential oils, skin care preparations, namely creams, soaps, body lotions, skin moisturizers, facial scrubs, facial lotions, facial creams and skin gels
PORCELANA	ID	Registered	D00-2002.17749.17954	547231	28-Aug-2003	Henkel Corporation	03 Int.: Skin care preparations
PORCELANA	IE	Registered		100769	17-Jul-1980	Henkel	05 Int.: Medicated

TRADEMARK	COUNTRY	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	OWNER OF RECORD	CLASS/GOODS
						Corporation	complexion crème
PORCELANA	IL	Registered	85671	85671	09-Dec-1992	Henkel Corporation	03 Int.: Soaps; essential oils; perfumery; cosmetics; hair and body lotions; creams; deodorants for personal use; dentifrices
PORCELANA	IL	Registered	77732	77732	28-Sep-1990	Henkel Corporation	05 Int.: Medicated complexion crème
PORCELANA	IT	Registered	32813C/82	987703	20-Jan-1982	Nicene Brands I, LLC	03 Int.: Medicated face creams; 05 Int.: Medicated face creams
PORCELANA	JO	Registered	35909	35909	28-Sep-1994	Henkel Corporation	03 Int.: Bleaching preparations and other substances for laundry use, cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, dentifrices and all other goods included in this class
PORCELANA	MX	Registered	51607	361065	31-Oct-1988	Henkel Corporation	03 Int.: Cosmetics and perfumery goods including skin care products
PORCELANA	NI	Registered	2001/0623	21538	08-Jun-1992	Henkel Corporation	03 Int.: Skin care products
PORCELANA	PA	Registered		24477	21-Mar-1980	Henkel Corporation	05 Int.: Complexion cream
PORCELANA	PK	Registered		113943	08-Jan-1992	Henkel Corporation	03 Int.: Skin care products
PORCELANA	PL	Registered	278035	R-203972	31-Jan-2008	Henkel Corporation	03 Int.:
PORCELANA	PT	Registered	261745	261745	04-Aug-1992	Henkel Corporation	03 Int.: Skin care cosmetic products, skin care cleaning preparations, cosmetic lotions, cleaning milk for toilet purposes, toilet soaps
PORCELANA	PT	Registered	288230	288230	15-Sep-1994	Henkel Corporation	05 Int.: Medicated skin care products including body lotions and fade creams
PORCELANA	SA	Registered	20866	305/51	24-Apr-1994	Schwarzkopf & Dep Inc.	03 Int.: Skin care products including

TRADEMARK	COUNTRY	STATUS	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE	OWNER OF RECORD	CLASS/GOODS
							body lotions creams and soap
PORCELANA	SG	Registered	S/9361/92	T92/09361	07-Dec-1992	Henkel Corporation	03 Int.: Skin care products including body lotions, creams and soaps
PORCELANA	SG	Registered	S/1086/88	1086/88	12-Mar-1988	Lavoris-DEP Corporation	05 Int.: Medicated preparations in the form of creams for the care of the skin
PORCELANA	TH	Registered	238467	17241	17-Dec-1992	Henkel Corporation	03 Int.: Body lotions, body creams and body soaps
PORCELANA	TT	Registered		20498	28-Feb-1992	Lavoris-DEP Corporation	03 Int.: Non-medical mouth rinse, toothpaste
PORCELANA	US	Registered	73/091,120	1119493	05-Jun-1979	Nicene Brands I, LLC	05 Int.: Medicated complexion cream
PORCELANA	US	Pending	77/182,705			Nicene Brands I, LLC	03 Int.: Non-medicated skin care preparations
PORCELANA	UY	Registered	177454	337621	21-Sep-1981	Henkel Corporation	05 Int.: Medicated cream for the skin
PORCELANA	VN	Registered	12329	10290	23-Mar-1993	Henkel Corporation	03 Int.: Skin care preparations including body lotion, colorless cream, soaps; 05 Int.: Medicated skin care preparations including body lotion, colorless cream, soaps