

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
Essensuals Group Limited		07/18/2011	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Essensuals Products Limited
Street Address:	Marish Wharf, St. Mary's Road
Internal Address:	Mascolo House
City:	Middlegreen, Slough, Berkshire
State/Country:	UNITED KINGDOM
Postal Code:	SL3 6DA
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3909734	ESSENSUALS

CORRESPONDENCE DATA

Fax Number: (202)339-6052
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-625-3649
 Email: valerie.purdy-pyeron@kattenlaw.com
 Correspondent Name: Valerie Purdy-Pyeron, Paralegal
 Address Line 1: 2900 K Street, N.W.
 Address Line 2: North Tower, Suite 200
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20007-5118

ATTORNEY DOCKET NUMBER: 320535.0083 ESSENSUALS

DOMESTIC REPRESENTATIVE

Name:

900198307

**TRADEMARK
 REEL: 004592 FRAME: 0903**

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

NAME OF SUBMITTER:	Valerie A. Purdy-Pyeron, Paralegal
Signature:	/valerie a. purdy-pyeron/
Date:	07/28/2011
Total Attachments: 1 source=Essensuals assign#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS **Essensuals Group Limited**, a United Kingdom corporation, having its principal office at Innovia House, Marish Wharf, St. Mary's Road Middlegreen, Slough, Berkshire, United Kingdom SL3 6DA ("Assignor"), is the sole owner of the entire right, title and interest in U.S. Trademark Registration No. 3,909,734 for the mark **ESSENSUALS** ("the Mark"); and

WHEREAS, **Essensuals Products Limited**, a United Kingdom corporation, having its principal office at Mascolo House, Marish Wharf, St Mary's Road, Middlegreen, Slough, Berkshire, United Kingdom SL3 6DA ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the said Mark, throughout the world, including the good will represented by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto the Assignee, its legal representatives, successors, and assigns, the entire right, title and interest in and to said Mark, together with the entire goodwill associated with and symbolized by the Mark, together with all common law rights, together with all rights and privileges granted and secured thereby, including the right to sue for all causes of action related to the Mark, and the right to sue in Assignee's own name and to recover for any damages and profits for past infringement, unfair competition or passing off, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made;

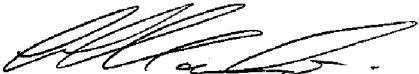
Assignor also hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with these covenants and agreements, and that it will, at any time upon request without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writing and do such additional acts as said Assignee may deem necessary or desirable to perfect, secure, record, and register said Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind assigns and legal representatives of Assignor and inure to the benefit of the assigns and legal representatives of Assignee;

This assignment is effective nunc pro tunc (now as if before) as of April 30, 2010.

IN TESTIMONY WHEREOF, We have hereunto set our hands.

Essensuals Group Limited

Date: 18 July 2011

By: 
CHRISTIAN MASCOLO

Title: DIRECTOR