

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	08/31/2011

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Alberto-Culver International, Inc.		12/22/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	High Ridge Brands Co.
<b>Street Address:</b>	8 Sound Shore Drive
<b>Internal Address:</b>	Suite 265
<b>City:</b>	Greenwich
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06830
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Registration Number:	0723187	ALBERTO VO5
Registration Number:	0658904	ALBERTO VO5
Registration Number:	3078626	ALBERTO VO5
Registration Number:	3249975	ALBERTO VO5
Registration Number:	3252296	ALBERTO VO5
Registration Number:	3056260	DAILY HAIR RECOVERY
Registration Number:	2451916	FREE ME FREESIA
Registration Number:	2754744	KIWI & LIME SQUEEZE
Serial Number:	78201981	NOURISHING OASIS
Registration Number:	2447071	SHEER HAIR DRESSING
Registration Number:	2155482	SHOWER WORKS
Registration Number:	3326214	SILKY EXPERIENCES

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Registration Number:	2452017	TOTAL HAIR RECOVERY
Registration Number:	0822537	VO5
Registration Number:	1449193	VO5

**CORRESPONDENCE DATA**

Fax Number: (212)277-6501  
Phone: (212)277-6500  
Email: goodwillj@dicksteinshapiro.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Clark W. Lackert  
Address Line 1: Dickstein Shapiro LLP  
Address Line 2: 1633 Broadway  
Address Line 4: New York, NEW YORK 10019-6708

ATTORNEY DOCKET NUMBER:	H0352.0058
NAME OF SUBMITTER:	Clark W. Lackert
Signature:	/Clark W. Lackert/
Date:	01/13/2012

Total Attachments: 3  
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## ASSIGNMENT OF TRADE MARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, Alberto-Culver International, Inc., a Delaware Corporation having an address at 2525 Armitage Avenue, Melrose Park, Illinois 60160, United States ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from High Ridge Brands Co., a Delaware Limited Partnership having an address at 8 Sound Shore Drive, Suite 265, Greenwich, Connecticut 06830, United States ("Assignee"), and pursuant to a certain Purchase and Sale Agreement entered into as of August 4<sup>th</sup>, 2011 by and between Conopco, Inc. on the one hand, and High Ridge Brands Co., on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the U.S. trade marks, including, without limitation, all registrations therefor listed on Exhibit A hereto, together with the whole of the goodwill of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.




Signature: 

Name: Stephen Francis Beale  
Duly Authorised

Title:

**On behalf of Alberto-Culver International, Inc.**

## EXHIBIT A

TRADE MARK SCHEDULE							
Country	Trademark	TM Logo	Class(es)	Application No.	Application date	Registration No.	Registration Date
United States of America	ALBERTO VO5		3	72/112670	30 Jan 1961	723187	24 Oct 1961
United States of America	ALBERTO VO5		3	72/010609	20 Jun 1956	658904	25 Feb 1958
United States of America	ALBERTO VO5 Logo (1994 -2004 version)		3	78/444904	1 Jul 2004	3078626	11 Apr 2006
United States of America	ALBERTO VO5 Logo (New 2004 version in B&W)		3	78/508570	29 Oct 2004	3249975	5 Jun 2007
United States of America	ALBERTO VO5 Logo (New 2004 version in Color)		3	78/508569	29 Oct 2004	3252296	12 Jun 2007
United States of America	DAILY HAIR RECOVERY		3	78/310575	7 Oct 2003	3056260	31 Jan 2006
United States of America	FREE ME FREESIA		3	75/734490	22 Jun 1999	2451916	15 May 2001
United States of	KIWI &		3	75/734817	23 Jun 1999	2754744	26 Aug

America	LIME SQUEEZE						2003
United States of America	NOURISHIN G OASIS		3	78/201981	10 Jan 2003		
United States of America	SHEER HAIR DRESSING		3	75/776540	13 Aug 1999	2447071	24 Apr 2001
United States of America	SHOWER WORKS		3	75/118383	13 Jun 1996	2155482	5 May 1998
United States of America	SILKY EXPERIENC ES		3	78/636365	24 May 2005	3326214	30 Oct 2007
United States of America	TOTAL HAIR RECOVERY		3	75/768692	5 Aug 1999	2452017	15 May 2001
United States of America	VO5		3	72/225912	18 Aug 1965	822537	17 Jan 1967
United States of America	VO5		3	73/636361	22 Dec 1986	1449193	28 Jul 1987

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