

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
Garcoa, Inc.		12/30/2011	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	KeraStraight Ltd.		
Street Address:	3rd Floor, 207 Regent Street		
City:	London W1B 3HH		
State/Country:	UNITED KINGDOM		
Entity Type:	limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4007881	KERASTR8	
CORRESPONDENCE DATA			
Fax Number:	(202)344-8300		
Phone:	2023444019		
Email:	mbharrison@venable.com, hrcarlisle@venable.com, trademarkdocket@venable.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Mark B. Harrison, Esq.		
Address Line 1:	575 7th Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	31916-324659		
DOMESTIC REPRESENTATIVE			
Name:	Mark B. Harrison, Esq.		
Address Line 1:	575 7th Street N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		

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NAME OF SUBMITTER:	Mark B. Harrison, Esq.
Signature:	/MBH-hrc/
Date:	02/03/2012
Total Attachments: 1 source=intD76D#page1.tif	

ASSIGNMENT

WHEREAS, Garcoa, Inc. ("Assignor"), an Ohio corporation with an address at 26135 Mureau Road, Suite #100, Calabasas, CA 91302. is the owner of record of U.S. Trademark Registration No. 4,007,881 for the mark KERASTR8 and of the common-law rights in said trademark, and the goodwill of the business symbolized by said mark;

AND WHEREAS, KeraStraight Ltd. ("Assignee") a U.K. limited company with an address at 3rd Floor, 207 Regent Street, London, W1B 3HH is desirous of acquiring the entire right, title and interest in and to the aforementioned mark and registration, the goodwill of the business symbolized by said mark, and the right to sue for past infringements;

NOW THEREFORE, for One Dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, and transfer unto the said Assignee the entire right, title and interest in and to the said registration and mark, together with the goodwill of the business symbolized by said mark, the right of Assignor to conduct business under said trademark, and the right to sue for past infringements of said mark.

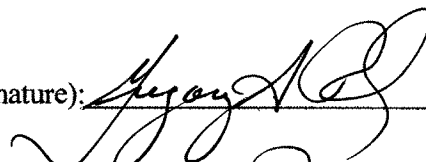
Dated this 30th day of December, 2011

Garcoa, Inc.

By (signature):

Name:

Title:



Gregory A. Rubin

CEO