

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Upper Brands Inc.		05/14/2012	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Deciem Group Inc.
Street Address:	33 Mill Street
Internal Address:	Suite 3203
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M5A3R3
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	85597178	DIVERTED
Serial Number:	85597157	HAIR APOTHECARY
Serial Number:	85597139	HAPPY OIL
Serial Number:	85597110	LOOPHA
Serial Number:	85597217	RAW ENGINE
Serial Number:	85597231	UPPER
Serial Number:	85597193	UPPER LAB

CORRESPONDENCE DATA

Fax Number: 3154229331
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 315-423-7100
 Email: harrisbeachip@harrisbeach.com
 Correspondent Name: James R. Muldoon, Harris Beach PLLC

CH \$190.00 85597178

Address Line 1: 333 West Washington Street
Address Line 2: Suite 200
Address Line 4: Syracuse, NEW YORK 13202

ATTORNEY DOCKET NUMBER: 260660 PLUS

DOMESTIC REPRESENTATIVE

Name: James R. Muldoon, Harris Beach PLLC
Address Line 1: 333 West Washington Street
Address Line 2: Suite 200
Address Line 4: Syracuse, NEW YORK 13202

NAME OF SUBMITTER: James R. Muldoon

Signature: /James R. Muldoon/

Date: 05/22/2012

Total Attachments: 1
source=Name Change Document - For Submitting to PTO#page1.tif

Company name changed from:

Upper Brands Inc.

To:

Deciem Group Inc.

Per Trademark rules, no supporting document is required.