

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
Deciem Inc.		07/30/2012	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Truaxe Holdings Inc.
Street Address:	909 Queen Street
Internal Address:	Suite 301
City:	Toronto, Ontario
State/Country:	CANADA
Postal Code:	M4M 1J4
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 7

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

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 85597231

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

ATTORNEY DOCKET NUMBER: 260660

DOMESTIC REPRESENTATIVE

Name: James R. Muldoon
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: 08/02/2012

Total Attachments: 1
source=int3F33#page1.tif

ASSIGNMENT

KNOW ALL PERSONS BY THESE PRESENTS that **Deciem Inc.** having its head office at 909 Queen Street, Suite 301, Toronto, Ontario Canada M4M 1J4 (hereinafter called the "assignor"), in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid to it by **Truaxe Holdings Inc.**, a body politic and corporate having a principal office and place of business at 909 Queen Street, Suite 301, Toronto, Ontario Canada M4M 1J4 (hereinafter called the "assignee"), the receipt and sufficiency whereof is hereby acknowledged, has agreed to sell, assign and transfer and does hereby sell, assign and transfer unto the said assignee all of its right, title and interest in and to the U.S. trade-marks and applications therefor as shown in the Schedule below, including any and all goodwill associated therewith.

IN WITNESS WHEREOF the assignor has hereunto affixed its corporate seal under the hands of its proper officers duly authorized in that behalf this 30th day of July, 2012.

Deciem Inc.

BY: _____
NAME: JONATHAN BEHAR
TITLE: A.S.O.

SCHEDULE

Serial No.	Trade-mark
85597231	UPPER
85597217	RAW ENGINE
85597193	UPPER LAB
85597178	DIVERTED
85597157	HAIR APOTHECARY
85597139	HAPPY OIL
85597110	LOOPHA