

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
Unilever N.V.		08/13/2012	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Helen of Troy Limited		
Street Address:	13 8th Avenue, Belleville		
City:	St. Michael		
State/Country:	BARBADOS		
Entity Type:	CORPORATION: BARBADOS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2998079	VITAPOINTE	
Registration Number:	0586661	VITAPOINTE	
CORRESPONDENCE DATA			
Fax Number:	9152258081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	915-225-8000		
Email:	wbass@hotmail.com		
Correspondent Name:	William Bass		
Address Line 1:	1 Helen of Troy Plaza		
Address Line 4:	El Paso, TEXAS 79912		
DOMESTIC REPRESENTATIVE			
Name:	William J Bass		
Address Line 1:	1 Helen of Troy Plaza		
Address Line 4:	El Paso, TEXAS 79912		
NAME OF SUBMITTER:	William J Bass		

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TRADEMARK

Signature:	/wjb/
Date:	08/27/2012
Total Attachments: 2 source=Unilever Vitapointe Assign#page1.tif source=Unilever Vitapointe Assign#page2.tif	

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WHEREAS, Unilever N.V. (hereinafter "ASSIGNOR"), a Netherlands company having offices at Weena 455, 3013AL Rotterdam, Netherlands, is the owner of the U.S. trademark registrations and applications (the "Trademarks") listed on Exhibit "A" attached hereto; and

WHEREAS, Helen of Troy Limited (hereinafter "ASSIGNEE"), a Barbados company, having offices at 13 8th Avenue, Belleville, P.O. Box 836E, St. Michael, Barbados, is desirous of acquiring said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all of its right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 13 day of August, 2012

Unilever N.V.

By: 

Name: JOSEPH SULLIVAN

Title: DULY AUTHORIZED

Exhibit "A"

Vitapointe, no. 2,998,079

Vitapointe (stylized), no. 586,661