

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
Folica, Inc.		09/05/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Exceon ABS, Inc.		
Street Address:	90 Stults Road		
City:	Dayton		
State/Country:	NEW JERSEY		
Postal Code:	08610		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3146375	SEDU	
Registration Number:	3143077	ORGANIN	
Registration Number:	3157640	SILK 2 CERAMIC TOURMALINE HAIR STRAIGHTENER	
Registration Number:	3107865	SEDU	
CORRESPONDENCE DATA			
Fax Number:	6173957070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-395-7019		
Email:	alhtrademarks@lalaw.com		
Correspondent Name:	Ann Lamport Hammitte		
Address Line 1:	One Main Street		
Address Line 4:	Cambridge, MASSACHUSETTS 02142		
ATTORNEY DOCKET NUMBER:	F2031-4000		
NAME OF SUBMITTER:	Ann Lamport Hammitte		

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Signature:	//alh//
Date:	09/07/2012
Total Attachments: 2 source=(F2031-4000) Executed Assignment#page1.tif source=(F2031-4000) Executed Assignment#page2.tif	

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WHEREAS, Folica, Inc. is owner of the marks listed on Schedule A (hereinafter, "the Marks"); and

WHEREAS Exceon ABS, Inc., (a New Jersey corporation), of 90 Stults Road, Dayton, New Jersey 08610, is desirous of acquiring the Marks and the registrations thereof.

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Folica, Inc. does hereby assign and confirm the assignment unto said Exceon ABS, Inc., all right, title and interest in and to said Marks, together with the good will of the business symbolized by these marks and the identified registrations thereof, and the right to recover for past infringement.

Date: 9/5/12

By: [Signature]
Title: General Manager

State of _____) ss.
County of: _____)

On this ____ day of _____, 2012, before me, the undersigned Notary Public, personally appeared _____, provided to me through satisfactory evidence of identification, which were _____, to be the person whose name is signed on the above document in my presence.

(official signature and seal of Notary)
My commission expires: _____

SCHEDULE A

MARK	REG. NO.	ISSUED	Attorney Docket No.
SEDU	3,146,375	19-Sept-2006	F2031-2004
ORGANIN	3,143,077	12-Sept-2006	F2031-2008
SILK 2 CERAMIC TOURMALINE HAIR STRAIGHTENER (AND DESIGN)	3,157,640	17-Oct-2006	F2031-2014
SEDU	3107865	20-June-2006	F2031-2015

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