

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nuart International, Inc.		11/12/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	L'Oreal (UK) Limited		
Street Address:	255 Hammersmith Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W6 8AZ		
Entity Type:	private limited company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1458906	BABY DOLL	
Registration Number:	2418416	BABY DOLL	
CORRESPONDENCE DATA			
Fax Number:	2123186847		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-318-6037		
Email:	rls@paulhastings.com		
Correspondent Name:	Robert L. Sherman		
Address Line 1:	75 East 55th Street		
Address Line 2:	c/o Paul Hastings LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	29172.00172 - BABY DOLL A		
DOMESTIC REPRESENTATIVE			
Name:	Robert L. Sherman		

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Address Line 1: 75 East 55th Street
Address Line 2: c/o Paul Hastings LLP
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER: Robert L. Sherman

Signature: /Robert L. Sherman/

Date: 01/18/2013

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is effective as of November __, 2012 (the "Effective Date") by and between Nuart International, Inc., a California corporation with a principal place of business located at 614 East Walnut Street, Carson, California 90746 ("Assignor"), and L'Oréal (U.K.) Limited, a private limited company registered under the laws of England and Wales, with a principal place of business located at 255 Hammersmith Road, W6 8AZ London, United Kingdom ("Assignee").

RECITALS

WHEREAS, Assignor represents and warrants that it is the exclusive owner of all rights, title and interest in and to United States Trademark Registration Nos. 1,458,906 and 2,418,416 for the mark BABY DOLL used in connection with the goods identified therein, along with the good will associated therewith, and the common law rights to use of such trademarks in its trade area and the good will associated therewith (collectively the "Mark");

WHEREAS, Assignee desires to acquire all of Assignor's rights, title and interest in and to the Mark, and Assignor desires to sell to Assignee all of Assignor's rights, title and interest in and to the Mark;

NOW, THEREFORE, in consideration of the payment of the purchase price and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows.

1. Assignment. Assignor hereby assigns absolutely to Assignee and its successors and assigns all of Assignor's rights, title and interest in and to the Mark throughout the world, together with the good will of the business associated with, corresponding to, symbolized by and embodied in the Mark, including all common law rights in the Mark, all rights provided by international conventions and treaties, all registrations and applications for the Mark and renewals

thereof, all income, royalties or payments due or payable as of the Effective Date or thereafter, as well as the right to commence an action for past, present or future infringement, dilution or related causes of action. It is agreed and understood that the "WHEREAS" clauses set forth above are incorporated into and made a substantive part of this Assignment.

2. Transfer Documentation. Assignor undertakes that (a) at no charge to Assignee, which shall be responsible for registration fees and other third party costs, except as provided below, it will cooperate with Assignee to record this Assignment with the United States Patent and Trademark Office and other appropriate government offices in other jurisdictions throughout the world, if requested, including providing documents and materials in the possession or control of Assignor, testifying in any legal proceedings, signing lawful papers and making all lawful oaths, (b) in the event Assignee is unable for any reason, after reasonable effort, to secure Assignor's signature on any document needed in connection with any action specified in this paragraph, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents as Assignor's agent and attorney-in-fact, which appointment is coupled with an interest, to act on and for Assignor's behalf to execute, verify and file any such documents and to do all other lawfully permitted acts to further the purposes of this paragraph with the same legal force and effect as if executed by Assignor; (c) it has not and will not enter into any agreement or commit any act, matter or thing that may, directly or indirectly, conflict with or invalidate the Mark, its use or registration by Assignee, its successors and assigns, or this assignment to Assignee; and (d) as of six (6) months following the Effective Date hereof, it will refrain from using the Mark.

3. Breach. Notwithstanding anything to the contrary herein, it is specifically understood and agreed that any breach of the provisions of this Assignment by any party will result in irreparable injury to the other party, that remedy at law alone will be an inadequate remedy for such breach, and that, in addition to any other remedies which it may have, such other party may

enforce its rights by actions for specific performance, injunctive relief or other equitable relief, to the extent permitted by law.

4. Entire Agreement. This Assignment and any schedules or exhibits hereto constitute the entire agreement of Assignor and Assignee with respect to the subject matter hereof and supersede any prior or contemporaneous agreements, whether written or oral, between the parties with respect to the subject matter contained herein. This Assignment may be amended or modified only by a writing signed by each party hereto.

5. Successors and Assigns. This Assignment shall bind and inure to the benefit of Assignor, Assignee and their respective affiliates, successors and assigns.

IN WITNESS WHEREOF, the undersigned have executed this Assignment.

Nuart International, Inc.

By: Chung H. Lee
Name: Chung H. Lee
Title: President
Date: 11-07-12

L'Oréal (U.S.) Limited

By: Martin Dupras
Name: Martin Dupras
Title: Secretary and General Counsel
Date: 11/12/2012