

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
Sabre Corporation Pty Ltd		01/24/2012	COMPANY: AUSTRALIA

RECEIVING PARTY DATA

Name:	PZ Cussons Beauty LLP
Street Address:	14 UPPER ST.MARTIN'S LANE
Internal Address:	COVENT GARDEN
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	WC2H 9FB
Entity Type:	LIMITED LIABILITY PARTNERSHIP: UNITED KINGDOM

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2496170	EREKT
Registration Number:	3062277	F
Registration Number:	2106299	FUDGE
Registration Number:	1829143	FUDGE
Registration Number:	2555054	FUDGE HAIR PUTTY
Registration Number:	2555725	FUDGE PUMP UP
Registration Number:	2271584	FUDGE SPEED
Registration Number:	2991629	LIQID CURL
Registration Number:	2561646	OOMF
Registration Number:	2509262	SKREWD
Registration Number:	3734313	SKYSCRAPER
Registration Number:	3034943	UNLEADED

CORRESPONDENCE DATA

900246757

TRADEMARK
 REEL: 004961 FRAME: 0001

OP \$315.00 2496170

Fax Number:

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

Phone: 312 876 7925

Email: trademarks@snrdenton.com, brian.mcginley@snrdenton.com,
anita.hansen@snrdenton.com

Correspondent Name: Brian R. McGinley

Address Line 1: SNR Denton US LLP

Address Line 2: P. O. Box 061080

Address Line 4: Chicago, ILLINOIS 60606-1080

ATTORNEY DOCKET NUMBER:

20002048-0001 (BRM)

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Brian R. McGinley

Signature:

/brian r mcginley/

Date:

02/12/2013

Total Attachments: 16

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Deed of Assignment

Sabre Corporation Pty Ltd

PZ Cussons Beauty LLP

Project Kerry

Allens Arthur Robinson
Level 27
530 Collins Street
Melbourne VIC 3000
Tel +61 3 9614 1011
Fax +61 3 9614 4661
www.aar.com.au

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Deed of Assignment

It is agreed as follows.

Date	<u>24/01/12</u>
Parties	
1.	Sabre Corporation Pty Ltd (ACN 002 761 426) of 75 South Creek Road Dee Why NSW 2099 (Assignor)
2.	PZ Cussons Beauty LLP (Registered number 0C364213) of 14 Upper St Martin's Lane, Covent Garden, London WC2H 9FB, United Kingdom (Assignee)
Recitals	
A	The Assignor is the registered owner of the registered trade marks, designs and patents listed in the Appendix (Registrations).
B	The Assignor is the applicant seeking registration of the pending trade mark, design and patent applications listed in the Appendix (Applications).
C	The Assignor has agreed to assign to the Assignee its entire right, title and interest in and to the Applications and the Registrations, on the terms and conditions contained in this Deed.

It is agreed as follows.

1. Assignment

The Assignor assigns to the Assignee all its right, title and interest in and to the Applications (including any registrations arising in relation to the Applications) and the Registrations including:

- (a) the right to prosecute and obtain registration of the Applications;
- (b) the right to change the address for service for the Applications and the Registrations; and
- (c) all its right to institute and maintain proceedings for, and recover damages in respect of, infringement against any person who before, on or after the date of this Deed infringes rights given by the Registrations or by any registration arising in relation to the Applications.

2. Forms and proceedings

The Assignor must at the request and expense of the Assignee:

Deed of Assignment

- (a) execute all documents, forms and authorisations and depose to or swear any declaration or oath as may be reasonably required for absolutely vesting all its right, title and interest in and to the Applications and the Registrations in the Assignee;
- (b) execute all documents, forms and authorisations and depose to or swear any declaration or oath as may be reasonably required for procuring the registration of the Applications; and
- (c) render the Assignee such reasonable assistance as may be reasonably necessary in any proceedings, challenge or threatened action involving any of the Registrations or the Applications (or any registrations arising from the Applications).

3. General

3.1 Governing law and jurisdiction

This Deed is governed by the laws of Victoria, Australia. Each party submits to the jurisdiction of courts exercising jurisdiction there, and waives any right to claim that those courts are an inconvenient forum.

3.2 Enurement

The provisions of this Deed will enure for the benefit of, and be binding on, the parties and their respective successors and permitted substitutes and assigns and (where applicable) legal personal representatives.

3.3 Amendment

No amendment or variation of this Deed is valid or binding on a party unless made in writing executed by all parties.

3.4 Counterparts

This Deed may be executed in any number of counterparts. All counterparts together will be taken to constitute one instrument.

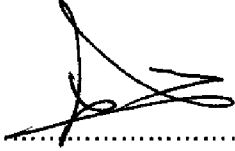
3.5 Costs and stamp duty

- (a) Each party must bear its own costs arising out of the negotiation, preparation and execution of this Deed.
- (b) All stamp duty (including fines, penalties and interest) that may be payable on or in connection with this Deed and any instrument executed under this Deed must be borne by the Assignee.

Deed of Assignment

Executed and delivered as a Deed in _____.

BY SABRE CORPORATION PTY LTD



.....

Director



.....

Director/Secretary

24/1/2012

.....

Date

24/1/2012

.....

Date

Signed as a deed by Michael Cornwell
as attorney for and on behalf of
PZ Cussons Beauty LLP in the presence
of:

.....
Signature of witness

.....
(Attorney's signature)

Name

Address

.....

Date

Date

Deed of Assignment

Executed and delivered as a Deed in

BY SABRE CORPORATION PTY LTD

.....
Director

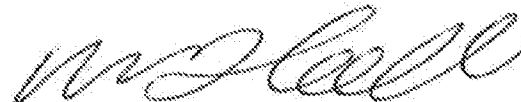
.....
Director/Secretary

.....
Date

.....
Date

Signed as a deed by Michael Cornwell
as attorney for and on behalf of
PZ Cussons Beauty LLP in the presence
of:


.....
Signature of witness


.....
(Attorney's signature)

Name ...MICHAEL CORNWELL.....

Address ...10 WOODSTOCK AVENUE...

.....STOKESLEY SKS 7HX.....

Date

Date

Deed of Assignment

Annexure

Part 1 – Trade Mark Registrations

Country	Number	Mark	Status	Classes	Designated Territories
Argentina	1677238	FUDGE	REGISTERED	3	n/a
Australia	638084	HAIR LICORICE	EXPIRED – RENEWAL POSSIBLE	3	n/a
Australia	680718	1 SHOT	REGISTERED	3	n/a
Australia	946585	BUTANE	REGISTERED	3	n/a
Australia	982999	Butane 3-D Packaging	REGISTERED	3	n/a
Australia	672291	BUZZ	REGISTERED	32	n/a
Australia	748628	EXRAY	REGISTERED	3	n/a
Australia	653653	f Logo	REGISTERED	3	n/a
Australia	997983	F Wing Logo (2-D)	REGISTERED	03,09,14,18,25	n/a
Australia	997980	F Wing Logo (3-D)	REGISTERED	03,09,14,18,25	n/a
Australia	857588	FUDGE	REGISTERED	42	n/a
Australia	842779	FUDGE	REGISTERED	20,24	n/a
Australia	653958	FUDGE	REGISTERED	9	n/a

Deed of Assignment

Country	Number	Mark	Status	Classes	Designated Territories
Australia	653652	FUDGE	REGISTERED	16	n/a
Australia	666302	FUDGE	REGISTERED	41	n/a
Australia	634028	FUDGE	REGISTERED	25	n/a
Australia	558258	FUDGE	REGISTERED	3	n/a
Australia	830531	FUDGE CATALYST	REGISTERED	3	n/a
Australia	738535	FUDGE EREKT	REGISTERED	3	n/a
Australia	721746	FUDGE HAIR SHAPER	REGISTERED	3	n/a
Australia	725910	FUDGE PUMP UP	REGISTERED	3	n/a
Australia	737875	FUDGE SPEED	REGISTERED	3	n/a
Australia	1408573	FUDGE TEXTURES Logo	REGISTERED	3	n/a
Australia	1408579	FUDGE SUGAR	REGISTERED	3	n/a
Australia	1308333	FUDGE URBAN Logo	REGISTERED	3	n/a
Australia	591432	GUM	REGISTERED	3	n/a
Australia	591690	HAIR PUTTY	REGISTERED	3	n/a
Australia	591688	HAIR VARNISH	REGISTERED	3	n/a
Australia	1098601	ID BY FUDGE & Fingerprint Logo	REGISTERED	3	n/a
Australia	953561	LIQID CURL	REGISTERED	3	n/a
Australia	680717	OOMF	REGISTERED	3	n/a
Australia	675946	PAINTBOX	REGISTERED	3	n/a

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Country	Number	Mark	Status	Classes	Designated Territories
Australia	748625	PLASTA	REGISTERED	3	n/a
Australia	766651	SKREWD	REGISTERED	3	n/a
Australia	1115422	SKY SCRAPER	REGISTERED	3	n/a
Australia	1012139	UNLEADED	REGISTERED	3	n/a
Australia	737976	WAKK	REGISTERED	3	n/a
Australia	1087288	X4G Logo	REGISTERED	3	n/a
Brazil	819228095	FUDGE	REGISTERED	3	n/a
Canada	TMA685534	F Wing Logo (2-D)	REGISTERED		n/a
Canada	562786	f2 Logo	REGISTERED		n/a
Canada	TMA589111	F2 SUPERSONIC	REGISTERED		n/a
Canada	TMA470320	FUDGE	REGISTERED	3	n/a
Canada	TMA503488	FUDGE	REGISTERED	N/A	n/a
Canada	TMA568265	FUDGE HAIR PUTTY	REGISTERED		n/a
Canada	TMA521929	OOMF	REGISTERED	3	n/a
Canada	TMA560950	SKREWD	REGISTERED		n/a
Canada	TMA685523	UNLEADED	REGISTERED		n/a
China	1014225	FUDGE	REGISTERED	3	n/a
Euro Comm	3829033	F Wing Logo (2-D)	REGISTERED	03,09,14,18,25	n/a
Euro Comm	3829363	F Wing Logo (3-D)	REGISTERED	03,09,14,18,25	n/a
Euro Comm	963506	FUDGE	REGISTERED	3	n/a

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Country	Number	Mark	Status	Classes	Designated Territories
Euro Comm	1689470	FUDGE EREKT	REGISTERED	3	n/a
Euro Comm	1689256	FUDGE SPEED	REGISTERED	3	n/a
Euro Comm	4921698	ID BY FUDGE & Fingerprint Logo	REGISTERED	3	n/a
Euro Comm	3182698	LIQID CURL	REGISTERED	3	n/a
Euro Comm	2198620	SKREWD	REGISTERED	3	n/a
Euro Comm	5682018	SKYSCRAPER	REGISTERED	3	n/a
Euro Comm	3990868	UNLEADED	REGISTERED	3	n/a
Fiji	254/08	FUDGE	REGISTERED	3	n/a
Germany	39535327	FUDGE	REGISTERED	3	n/a
Hong Kong	11474/96	FUDGE	REGISTERED	3	n/a
India	678458	FUDGE	REGISTERED	3	n/a
Indonesia	360213	FUDGE	REGISTERED	3	n/a
Japan	4275009	f Logo	REGISTERED	3	n/a
Japan	4103203	FUDGE	REGISTERED	3	n/a
Jordan	101284	FUDGE	REGISTERED	3	n/a
Kazakhstan	30640	FUDGE	REGISTERED	3	n/a
Kuwait	76141	FUDGE	REGISTERED	3	n/a
Lebanon	116169	FUDGE	REGISTERED	3	n/a
Madrid Pro	963506	FUDGE	REGISTERED	3	Bahrain Protected

Deed of Assignment

Country	Number	Mark	Status	Classes	Designated Territories
					Croatia Protected European Community Protected Iceland Protected Oman Protected Singapore Protected Vietnam Protected
Madrid Pro	1021359	URBAN FUDGE Logo	REGISTERED	3	United Kingdom Protected United States of America Protected (US Reg No 3860925)
Madrid Pro	879888	X4G Logo	REGISTERED	3	European Community Protected United States of America Protected
Malaysia	4006645	F Wing Logo (2-D)	REGISTERED	3	n/a
Malaysia	95008916	FUDGE	REGISTERED	3	n/a
Malta	25520	FUDGE	REGISTERED	3	n/a
NewZealand	706745	Butane 3-D Packaging	REGISTERED	3	n/a
NewZealand	252575	DYNAMITE	REGISTERED	3	n/a

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Country	Number	Mark	Status	Classes	Designated Territories
NewZealand	282409	FUDGE HEAD POLISH	REGISTERED	3	n/a
NewZealand	674822	BUTANE	REGISTERED	3	n/a
NewZealand	711079	F Wing Logo (2-D)	REGISTERED	03,09,14,18,25	n/a
NewZealand	711080	F Wing Logo (3-D)	REGISTERED	03,09,14,18,25	n/a
NewZealand	627815	FUDGE	REGISTERED	42	n/a
NewZealand	252653	FUDGE	REGISTERED	9	n/a
NewZealand	252656	FUDGE	REGISTERED	25	n/a
NewZealand	252655	FUDGE	REGISTERED	18	n/a
NewZealand	252654	FUDGE	REGISTERED	14	n/a
NewZealand	210993	FUDGE	REGISTERED	3	n/a
NewZealand	279446	FUDGE DRENCH	REGISTERED	3	n/a
NewZealand	279447	FUDGE EREKT	REGISTERED	3	n/a
NewZealand	283123	FUDGE REKOIL	REGISTERED	3	n/a
NewZealand	279445	FUDGE SPEED	REGISTERED	3	n/a
NewZealand	252657	GUM	REGISTERED	3	n/a
NewZealand	252576	HAIR CEMENT	REGISTERED	3	n/a
NewZealand	252659	HAIR LICORICE	REGISTERED	3	n/a
NewZealand	252660	HAIR PUTTY	REGISTERED	3	n/a
NewZealand	252658	HAIR VARNISH	REGISTERED	3	n/a
NewZealand	743144	ID BY FUDGE & Fingerprint	REGISTERED	3	n/a

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Country	Number	Mark	Status	Classes	Designated Territories
		Logo			
NewZealand	275220	OOMF	REGISTERED	3	n/a
NewZealand	615119	SKREWD	REGISTERED	3	n/a
NewZealand	252577	SKY SCRAPER	REGISTERED	3	n/a
NewZealand	233508	STRING	REGISTERED	3	n/a
NewZealand	716686	UNLEADED	REGISTERED	3	n/a
NewZealand	279009	WAKK	REGISTERED	3	n/a
NewZealand	739278	X4G Logo	REGISTERED	3	n/a
Norway	181517	FUDGE	REGISTERED	3	n/a
Qatar	50620	FUDGE	REGISTERED	3	n/a
SthAfrica	95/11264	FUDGE	REGISTERED	3	n/a
RussianFed	161655	FUDGE	REGISTERED	3	n/a
Samoa	5435	FUDGE	REGISTERED	3	n/a
S Arabia	1047/65	FUDGE	REGISTERED	3	n/a
Singapore	T04/07134I	F Wing Logo (2-D)	REGISTERED	3	n/a
Singapore	T04/07133J	F Wing Logo (3-D)	REGISTERED	3	n/a
Singapore	T95/08943B	FUDGE	REGISTERED	3	n/a
Switzerlnd	434364	FUDGE	REGISTERED	3	n/a
Taiwan	733471	FUDGE	REGISTERED	3	n/a
Thailand	KOR52316	FUDGE	REGISTERED	3	n/a

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Country	Number	Mark	Status	Classes	Designated Territories
UAE	102235	FUDGE	REGISTERED	3	n/a
UK	2227227	DYNAMITE	REGISTERED	3	n/a
UK	2031198	FUDGE	REGISTERED	09,14,18,25	n/a
UK	1531099	FUDGE	REGISTERED	3	n/a
UK	2138986	FUDGE HAIR GUM	REGISTERED	3	n/a
UK	2139790	FUDGE HAIR PUTTY	REGISTERED	3	n/a
UK	2116109	FUDGE HAIR SHAPER	REGISTERED	3	n/a
UK	2030916	HAIR VARNISH	REGISTERED	3	n/a
UK	2129372	OOMF	REGISTERED	3	n/a
UK	2030919	SKY SCRAPER	REGISTERED	3	n/a
UK	2137210	WAKK	REGISTERED	3	n/a
USA	2496170	EREKT	REGISTERED	3	n/a
USA	3062277	F Wing Logo (2-D)	REGISTERED	03,09,14,18,25	n/a
USA	2106299	FUDGE	REGISTERED	18,25	n/a
USA	1829143	FUDGE	REGISTERED	3	n/a
USA	2555054	FUDGE HAIR PUTTY	REGISTERED	3	n/a
USA	2555725	FUDGE PUMP UP	REGISTERED	3	n/a
USA	2271584	FUDGE SPEED	REGISTERED	3	n/a
USA	2991629	LIQID CURL	REGISTERED	3	n/a
USA	2561646	OOMF	REGISTERED	3	n/a

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Country	Number	Mark	Status	Classes	Designated Territories
USA	2509262	SKREWD	REGISTERED	3	n/a
USA	3734313	SKYSCRAPER	REGISTERED	3	n/a
USA	3860925	URBAN FUDGE logo	REGISTERED	3	n/a
USA	3034943	UNLEADED	REGISTERED	3	n/a
USA	3211659	X4G Logo	REGISTERED	3	n/a

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Annexure (Cont'd)

Part 2 – Trade Mark Applications

Country	Number	Mark	Status	Classes	Designated Territories
Canada	1,551,757	FUDGE TEXTURES Logo (in black & white)	PENDING		n/a
Euro Comm	010367548	URBAN FUDGE Logo	PENDING	3	n/a
Madrid Pro	1101328	FUDGE TEXTURES Logo	PENDING	3	China Designated and Filed European Community Designated and Filed Norway Designated and Filed Russian Federation Designated and Filed Singapore Designated and Filed United States of America Designated and Filed (US

Deed of Assignment

Country	Number	Mark	Status	Classes	Designated Territories
					Serial No 79107049) Vietnam Designated and Filed
NewZealand	852227	FUDGE TEXTURES Logo	PENDING	3	n/a