

## 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: 1			
Property Type	Number	Word Mark	
Registration Number:	2912722	BUTANE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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			

OP \$40.00 2912722

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: 7**

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## Deed of Assignment

Sabre Corporation Pty Ltd

PZ Cussons Beauty LLP

Project Kerry

Allens  
101 Collins Street  
Melbourne VIC 3000  
Tel +61 3 9614 1011  
Fax +61 3 9614 4661  
[www.allens.com.au](http://www.allens.com.au)

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**Date**

20<sup>th</sup> September 2012

**Parties**

1. **Sabre Corporation Pty Ltd** (ACN 002 761 426) of 75 South Creek Road, Dee Why, NSW 2099 Australia (**Assignor**).
2. **PZ Cussons Beauty LLP** (Registered number OC364213) 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 Annexure (**Registrations**).
- B The Assignor has agreed to assign to the Assignee its entire right, title and interest in and to the Registrations, on the terms and conditions contained in this Deed.

**It is agreed** as follows:

**1. Assignment**

With effect from 24 January 2012, the Assignor assigns to the Assignee all its right, title and interest in and to the Registrations including the right to change the address for service for the Registrations and all its rights 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.

**2. Forms and proceedings**

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

- (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 Registrations in the Assignee; and
- (b) render the Assignee such reasonable assistance as may be reasonably necessary in any proceedings, challenge or threatened action involving any of the Registrations.

## 3. General

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### 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.

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Executed and delivered as a Deed

BY SABRE CORPORATION PTY LTD

.....  
Director

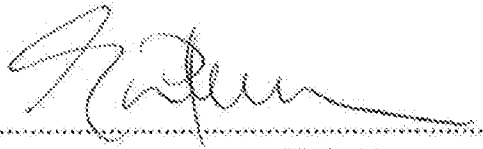
.....  
Director/Secretary

.....  
Date

.....  
Date

Executed as a deed by  
**PZ Cussons Beauty LLP**  
acting by a member, in the presence of :

.....  
Signature of witness

  
Member **SIMON PLANT**

Name ..... **LOUISE CARTMIDGE** .....

Address ..... **S. DAKE AVENUE** .....

..... **RAMHALL STOCKPORT** .....

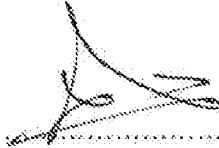
Date **20<sup>th</sup> September 2012**

Date **20/9/2012**

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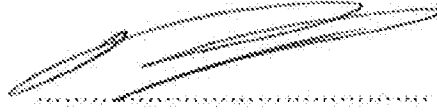
Executed and delivered as a Deed

BY SABRE CORPORATION PTY LTD



Director

TREVOR SOY



Director/Secretary

RICHARD NORRIS

Date

20/9/2012

Date

20/9/2012

Executed as a deed by  
**PZ Cussons Beauty LLP**  
acting by a member, in the presence of :

Signature of witness

Member

Name

Address

Date

Date

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## Annexure

### Trade Mark Registrations

Country	Number	Mark	Status	Classes
Benelux	R562316	FUDGE	Registered	03, 05
Benelux	R581977	FUDGE	Registered	03
Canada	TMA558754	Ω Logo	Registered	n/a
Canada	TMA530998	FUDGE EREKT	Registered	n/a
Canada	TMA531000	FUDGE HEAD POLISH	Registered	n/a
Canada	TMA539795	FUDGE SPEED	Registered	n/a
Canada	TMA588135	FUDGE UNLEADED	Registered	n/a
Czech Republic	209117	FUDGE	Registered	03
Denmark	VR0073151995	FUDGE	Registered	03
European Community	001689439	SCREWD	Registered	03
Finland	203913	FUDGE	Registered	03
France	95588283	FUDGE	Registered	03
Hungary	151803	FUDGE	Registered	03
Italy	1136048	FUDGE	Registered	03
Poland	106400	FUDGE	Registered	03
Romania	30563	FUDGE	Registered	03



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Country	Number	Mark	Status	Classes
Slovakia	186187	FUDGE	Registered	03
Spain	1985106M5	FUDGE	Registered	03
Sweden	327149	FUDGE	Registered	03
USA	2912722	BUTANE	Registered	03