

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT			
NATURE OF CONVEYANCE:	Corrective Assignment to correct the assignee's entity, which should be a United Kingdom limited company previously recorded on Reel 003842 Frame 0845. Assignor(s) hereby confirms the assignment to Soap & Glory Limited, a United Kingdom limited company.			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	Helen Reneclé		01/01/2008	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA				
Name:	Soap & Glory Limited			
Street Address:	3 Logan Place			
City:	London			
State/Country:	UNITED KINGDOM			
Postal Code:	W8 6QN			
Entity Type:	Limited Company: UNITED KINGDOM			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	3584833	HEEL GENIUS	
CORRESPONDENCE DATA				
Fax Number:	2128135901			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>				
Phone:	212-813-5900			
Email:	assignments@fzlz.com			
Correspondent Name:	ALLISON STRICKLAND RICKETTS			
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.			
Address Line 2:	866 UNITED NATIONS PLAZA			
Address Line 4:	NEW YORK, NEW YORK 10017			
ATTORNEY DOCKET NUMBER:	SOAP 1306328			
DOMESTIC REPRESENTATIVE				

900259171

TRADEMARK
 REEL: 005057 FRAME: 0839

CH \$40.00 3584833

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Allison Strickland Ricketts
Signature:	/anca nicolescu/
Date:	06/27/2013

Total Attachments: 5
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Helen Renecele		01/01/2008	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Soap & GLory Limited
Street Address:	167-169 Kensington High Street
Internal Address:	First Floor
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W8 6SH
Entity Type:	LIMITED LIABILITY COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78946165	UNSCREEN
Serial Number:	78946107	HEEL GENIUS

CORRESPONDENCE DATA

Fax Number: (207)938-1828
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: +448453599900
 Email: juditht@brandhandling.com
 Correspondent Name: Judith Tonkin
 Address Line 1: 167-169 Kensington High Street
 Address Line 2: First Floor
 Address Line 4: London, UNITED KINGDOM W8 6SH

DOMESTIC REPRESENTATIVE

Name:

OP \$65.00 78946165

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	judith Tonkin
Signature:	/Judith Tonkin/
Date:	08/27/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of August 27th, 2008 from Helen Reneele, ("Assignor"), a British Virgin Islands Corporation with a principal place of business of First Floor Millennium House, Victoria Road Douglas, Isle of Man IM24RW, to Soap & Glory Limited ("Assignee"), a UK Limited Company with a principal place of business of 167-169 Kensington High Street, London W8 6SH, United Kingdom:

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") (including any applications and/or registrations associated therewith) and other intellectual property (the "Property") as described in Exhibit A, attached hereto and incorporated herein by reference, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks have been, are, or are intended to be used;

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Marks as they have been or are intended to be used and for which they are registered or for which applications have been filed; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages and payments for past or future infringements and misappropriations of the marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, of the day and year first written above.

BRANDHANDLING INTERNATIONAL LIMITED

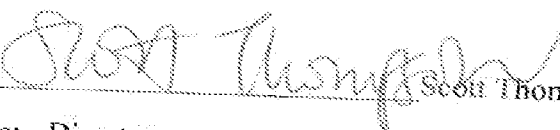
By:  Scott Thomson
Title: Director

EXHIBIT A

MARK	APP. S.N.	REG. NO
UNSCREEN	78946165	N/A
HEEL GENIUS	78946107	N/A