

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
Essentials Products Limited		07/17/2013	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Conopco, Inc.		
Street Address:	700 Sylvan Avenue		
City:	Englewood Cliffs		
State/Country:	NEW JERSEY		
Postal Code:	07632		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3909734	ESSENSUALS	
CORRESPONDENCE DATA			
Fax Number:	2123101825		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2126264810		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Michael J. Bales		
Address Line 1:	452 Fifth Ave		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	39185843-000150		
NAME OF SUBMITTER:	Michael J. Bales		
Signature:	/mjb/		
Date:	07/23/2013		
Total Attachments: 1 source=EPL - Assignment Agreement - USA-3909447-v1-LONDOCS#page1.tif			

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**ASSIGNMENT OF TRADEMARKS**

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, **Essensuals Products Limited**, a corporation organised and existing under the laws of England and Wales having an address at Unilever House, 100 Victoria Embankment, London. EC4Y 0DY, United Kingdom ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from **Conopco, Inc**, a New York corporation having an address at 700 Sylvan Avenue, Englewood Cliffs NJ 07632, United States ("Assignee"), does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to the U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests listed below, including, without limitation, all registrations and applications for registration therefor, together with the whole of the goodwill of the business associated therewith, (the "Trademarks"):

Trademark Registration Number 3909734 for ESSENSUALS

to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trade Marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trade Marks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trade Marks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

**Essensuals Products Limited**



By: \_\_\_\_\_

Name: Joseph Sullivan  
Title: Duly Authorised