

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
ACCANTIA GROUP HOLDINGS		07/01/2013	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	UNILEVER PLC		
Street Address:	Port Sunlight		
City:	Wirral, Merseyside, CH62 4ZD		
State/Country:	UNITED KINGDOM		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:			
Registration Number:	1084799		
Serial Number:	85961813	BOOST MY SKIN	
Registration Number:	3717175	PEACEFULLY SIMPLE	
Registration Number:	3779575	SIMPLE	
Registration Number:	1599108	SIMPLE	
Registration Number:	1471864	SIMPLE	
Registration Number:	4237935	SIMPLE	
Registration Number:	3649111	SIMPLE	
Registration Number:	3704055	SIMPLE BABY	
Registration Number:	1083550		
Registration Number:			
Registration Number:			
Registration Number:			
Serial Number:	85582516	SKIN BENEFIT	

CH \$415.00 4188518

Serial Number:

85582514

SKINFIT

CORRESPONDENCE DATA

Fax Number: 2123101825

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

Phone: 212 626 4810

Email: nyctrademarks@bakermckenzie.com

Correspondent Name: Michael J. Bales

Address Line 1: 452 Fifth Avenue

Address Line 2: Baker & McKenzie LLP

Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:

39185843-154

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Michael J. Bales

Signature:

/mjb/

Date:

07/31/2013

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, Accantia Group Holdings, an English company having an address at Unilever House, 100 Victoria Embankment, London, England, EC4Y 0DY ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Unilever PLC, an English Limited company having an address at Port Sunlight, Wirral, Merseyside, CH62 4ZD ("Assignee"), on this **1 July 2013**, 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 therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks")

to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, 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 Trademarks 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 Trademarks, 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 Trademarks 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.

Accantia Group Holdings

By: _____

Name: Joseph Sullivan
Title: Duly Authorized

EXHIBIT A

Country	Trademark	TM Logo	Classes	Application No. and Date	Registration No. and Date
United States of America	KIND TO EYES (STYLISED) & SMILE DESIGN		3	1085326 13 Jun 2011	4188518 14 Aug 2012
United States of America	A GLASS OF WATER FOR THE SKIN		3	79100259 27 Apr 2011	1084799 27 Apr 2011
United States of America	BOOST MY SKIN		3	85961813 17 Jun 2013	Pending
United States of America	PEACEFULLY SIMPLE	PEACEFULLY SIMPLE	3	76688301 2 Apr 2008	3717175 1 Dec 2009
United States of America	SIMPLE		3	78816472 16 Feb 2006	3779575 20 Apr 2012
United States of America	SIMPLE		3	73809982 30 Jun 1989	1599108 5 Jun 1990
United States of America	SIMPLE		3	73585528 3 Mar 1986	1471864 12 Jan 1988
United States of America	SIMPLE (STYLISED) & DESIGN		3	77036398 3 Nov 2006	4237935 6 Nov 2012
United States of America	SIMPLE (STYLISED) & DESIGN		3	76580638 12 Mar 2004	3649111 7 Jul 2009
United States of America	SIMPLE BABY	SIMPLE BABY	3, 5	77390410 6 Feb 2008	3704055 3 Nov 2009
United States of America	SIMPLE KIND TO EYES		3	79099786 13 Jun 2011	1083550 13 Jun 2013
United States	SIMPLE KIND TO SKIN		3	79099469	4169755

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of America MOISTURE BOOST 27 Apr 2011 10 Jul 2012

United States of America SIMPLE KIND TO SKIN MOISTURE BOOST (STYLISTED) & DEVICE  3 79100260 4169777
KIND TO SKIN moisture boost 27 Apr 2011 10 Jul 2012

United States of America SIMPLE SPOTLESS SKIN 3, 5 79100746 4181347
13 Jun 2011 31 Jul 2012

United States of America SKIN BENEFIT 41 85582516 Pending
28 Mar 2012

United States of America SKINFIT 41 85582514 Pending
28 Mar 2012

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