

900260154 07/09/2013

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.107/09/2013
900260154

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Furi Global, LLC		06/14/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	McPherson's Consumer Products Pty Ltd.		
Street Address:	105 Vanessa St		
City:	Kingsgrove		
State/Country:	AUSTRALIA		
Postal Code:	NSW 2208		
Entity Type:	Propriety Limited: AUSTRALIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3728859	DIAMOND FINGERS	
Registration Number:	900260154	EROTIC	
Registration Number:	2563823	FURI	
Registration Number:	3360230	GUSTO-GRIP	
CORRESPONDENCE DATA			
Fax Number:	3303769646		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	330-376-1242		
Email:	iplaw@rennerkenner.com		
Correspondent Name:	Mark L Weber		
Address Line 1:	106 S. Main Street		
Address Line 2:	First National Tower -- Suite 400		
Address Line 4:	Akron, OHIO 44308		
ATTORNEY DOCKET NUMBER:	TML.C.2		

OP \$115.00 3728859

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark L. Weber

Signature:

/marklweber/

Date:

07/09/2013

Total Attachments: 3

source=tmlc2executedtrademarkassignment#page1.tif

source=tmlc2executedtrademarkassignment#page2.tif

source=tmlc2executedtrademarkassignment#page3.tif

Schedule A
Trademarks

Number	Mark, Class of Goods	CNTRY	Trademark #	Owner	Expiration
1	_____	US	3273024	Furi Global LLC	Cancelled 04/04/2013
2	DIAMOND FINGERS	US	3728859	Furi Global LLC	2/12/2014
3	East/West	US	3302909	Furi Global LLC	2/10/2017
4	Furi	US	2563823	Furi Global LLC	23/04/2022
5	GUSTO-GRIP	US	3360230	Furi Global LLC	25/12/2017

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Trademark Assignment") is effective as of June 14, 2013.

WHEREAS, Furi Global, LLC, a California corporation ("**Assignor**"), is the sole owner of the Trademarks and Trademark applications set forth on Schedule A hereto (the "**Trademarks**") and no other entities, including without limitation Assignor's affiliates or banks, have any interest in the Trademarks;

WHEREAS, Assignor has agreed to transfer all of its rights in and to all of Assignor's Trademarks, to McPherson's Consumer Products Pty Ltd, (ABN 36 000 020 497) ("**Assignee**"), and Assignee has agreed to accept such assignment, on the terms and conditions more particularly set forth in the Sale and Purchase Agreement between Assignor and Assignee dated June 14, 2013 (the "**Purchase Agreement**");

WHEREAS, in connection with the Purchase Agreement and subject to certain retained rights therein, Assignor has agreed to transfer substantially all of the assets of the business to which the Trademarks relate, and that business is ongoing; and

WHEREAS, the parties wish to herein memorialize said assignment, transfer and sale of the Trademarks to Assignee and Assignor's continuing covenant set forth below.

NOW, THEREFORE, for good and valuable consideration set forth in the Purchase Agreement, the receipt and sufficiency of which being hereby acknowledged, Assignor hereby irrevocably and unconditionally assigns and transfers exclusively unto Assignee, its successors and assigns, all rights, title and interest throughout the world in perpetuity, including all statutory and common law rights, in and to the Marks, including all goodwill symbolized by and/or associated with the Marks and the right to sue, make claims, and recover damages for any and all past, present and future infringements of the Marks; all of such rights, title and interest to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor hereby requests the Director of the United States Patent and Trademark Office (the "Director"), as well as his or her non-US counterparts in the non-US jurisdictions which exercise authority over any of the Trademarks to record this Trademark Assignment. Assignor hereby further requests the Director and his or her non-US counterparts to issue any and all Trademarks resulting from applications among the Trademarks or derived therefrom to Assignee as assignee of the entire interest therein.

At any time, and from time to time at Assignee's request, Assignor agrees to execute further documents and instruments and to do such other acts as may be necessary or reasonably requested by Assignee more effectively to vest full title in and to the Trademarks in Assignee. This Trademark Assignment shall be binding upon and shall inure to the benefit of the respective successors and permitted assigns of Assignor and Assignee.

*

*

*

This Assignment may be executed in counterparts, each of which when so executed shall be deemed to be an original, and such counterparts shall together constitute and be one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed by their authorized representatives as of the date first set forth above.

ASSIGNOR:

FURI GLOBAL LLC

By:  _____

Name: Justin Pascoe
Title: Manager

ASSIGNEE:

MCPHERSON'S CONSUMER PRODUCTS
PTY LTD

By:  _____

Name: PAUL WITHERIDGE
Title: CFO

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

- 2 -