

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
Roux Laboratories, Inc.		12/19/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Sectrim Limited		
Street Address:	Fourth Floor, Ulysses House, Foley Street		
City:	Dublin		
State/Country:	IRELAND		
Postal Code:	1		
Entity Type:	LIMITED LIABILITY COMPANY: IRELAND		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1457100	FINISHEEN	
Registration Number:	1978491	HERBA RICH	
Registration Number:	2141227	HERBARICH	
Registration Number:	1569102	REALISTIC	
Registration Number:	0653536	REALISTIC	
Registration Number:	1820389	REALISTIC	
CORRESPONDENCE DATA			
Fax Number:	7708040900		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7707090023		
Email:	lcolton@srtslaw.com		
Correspondent Name:	SMITH RISLEY TEMPEL SANTOS LLC		
Address Line 1:	Two Ravinia Drive, Suite 700		
Address Line 4:	Atlanta, GEORGIA 30346		

OP \$165.00 1457100

ATTORNEY DOCKET NUMBER:	60792.001TM
DOMESTIC REPRESENTATIVE Name: Address Line 1: Address Line 2: Address Line 3: Address Line 4:	
NAME OF SUBMITTER:	Laurence P. Colton
Signature:	/lpcolton/
Date:	02/03/2014
Total Attachments: 8 source=Trade Mark Assignment Agreement Redacted#page1.tif source=Trade Mark Assignment Agreement Redacted#page2.tif source=Trade Mark Assignment Agreement Redacted#page3.tif source=Trade Mark Assignment Agreement Redacted#page4.tif source=Trade Mark Assignment Agreement Redacted#page5.tif source=Trade Mark Assignment Agreement Redacted#page6.tif source=Trade Mark Assignment Agreement Redacted#page7.tif source=Trade Mark Assignment Agreement Redacted#page8.tif	

TRADEMARK ASSIGNMENT AGREEMENT

between

ROUX LABORATORIES, INC.
and

Sectrim Limited

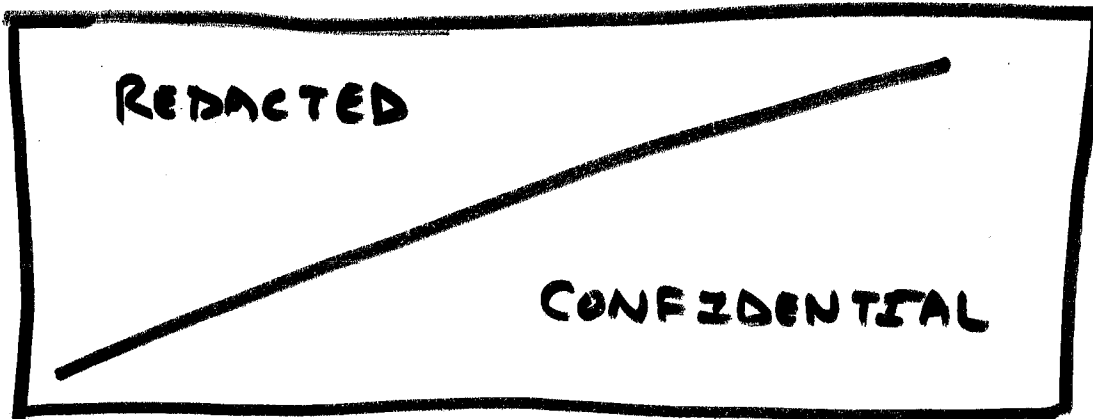
THIS TRADEMARK ASSIGNMENT AGREEMENT is made on December 19, 2012

BETWEEN

- (1) Roux Laboratories, Inc., a company organized and validly existing under the laws of New York, USA, with principal offices at Jacksonville, Florida, USA ("Roux" or "Assignor"); and
- (2) Sectrim Limited, an Irish limited liability company with principal offices at Ireland, Fourth Floor, Ulysses House, Foley Street, Dublin 1 ("Assignee").

BACKGROUND

A. Roux owns the marks "REALISTIC", "SPECIAL FEELING", "HERBARICH", "FINISHEEN", and "SOPHISTICATED LOOK" registered or the subject of applications for registration in the countries listed on Schedule 1 hereto (collectively, the "Marks") and uses the aforesaid marks unregistered as brands in certain other countries listed on Schedule 1 hereto (collectively, the "Brands", together with the Marks, the "Trademarks") which it uses in connection with its multi-cultural business.



REDACTED

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IT IS HEREBY AGREED as follows:

1. SALE AND ASSIGNMENT - IP ACCESS

(a) In consideration of [REDACTED] (the "Purchase Price"):

(i) Subject to paragraph (b) below, Roux hereby irrevocably sells, assigns, transfers and makes over to the Assignee subject to the terms and conditions hereof, all and any of its right, title and interest in and to the Trademarks (together with the goodwill therein, and the packaging artwork and get-up of the Products) including the benefit of the applications for registration with the intention that when the applications are granted the registrations will vest in the Assignee and any common law rights attaching to the Trademarks (whether registered, the subject of pending applications or unregistered), and the Domain Names; and

(ii) Roux irrevocably grants Assignee access and unrestricted use on a non-exclusive basis to all other Intellectual Property, which access and use shall not be limited to the term of any license agreement, which Intellectual Property shall be provided to Assignee on the Closing Date; and

(iii) the right to bring proceedings against any third party in respect of infringement of the Trademarks and/or the Intellectual Property and/or all and any rights therein or associated therewith or for passing off or for otherwise infringing the rights of the Assignor in the Trademarks or the Intellectual Property, including the right to claim damages or such other relief as may be available in respect thereof.

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IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the date and year first above written.

Sectrim Limited

By:

Name: Nizam Kalla

Title: Director

Roux Laboratories, Inc.

By:

Name: Hans Marteau

Title: Authorized Representative

TRADEMARK

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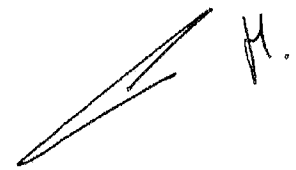
LIST OF SCHEDULES

Schedule 1. Marks and Brands, including reference to countries.

[REDACTED]

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Schedule 1 - Marks and Brands, including reference to
countries

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A handwritten mark consisting of a diagonal line and a small letter 'M'.

TRADEMARK
REEL: 005206 FRAME: 0286

Owner	Trademark	Country	Status	Reglstr nr.	Appl.Number	Application Date	Renewal Date
RCPC	FINISHEEN	Brazil	REGISTERED	820269204	820269204	24/09/1997	23/03/2014
RSUIS	FINISHEEN	Burundi	REGISTERED	3176/BUR	3176	07/04/1997	Unlimited Term
ROUX	FINISHEEN	Kenya	RENEWED	45318	45318	08/02/1997	05/02/2017
ROUX	FINISHEEN	Namibia	RENEWED	93/0127	93/0127	05/02/1993	05/02/2013
ROUX	FINISHEEN	Rwanda	REGISTERED	4031/FRK	4031/FRK	10/04/1997	Unlimited Term
ROUX	FINISHEEN	Sierra Leone	RENEWED	14801	14801	15/04/1997	15/04/2025
ROUX	FINISHEEN	South Africa	RENEWED	93/0657	93/0657	27/01/1993	27/01/2013
ROUX	FINISHEEN	Sudan	RENEWED	25799	25799	29/04/1997	28/04/2017
ROUX	FINISHEEN	USA	RENEWED	1457100	73/621540	22/09/1988	15/09/2017
ROUX	FINISHEEN	Zanzibar	RENEWED	843/1999	85/97	29/01/1997	29/01/2018
ROUX	HERBA RICH	Angola	PUBLISHED		24.647	28/02/2010	
ROUX	HERBA RICH	France	REGISTERED	08 3 592 035	08/3592035	31/07/2008	31/07/2018
ROUX	HERBA RICH	Kenya	REGISTERED	63947	63947	27/08/2008	27/08/2018
ROUX	HERBA RICH	South Africa	REGISTERED	2010/20103	2010/20103	10/09/2010	10/09/2020
ROUX	HERBA RICH	Tanganyika	FILED		TZ/T/2008/1182	21/08/2008	
ROUX	HERBA RICH	Uganda	FILED		31376	13/08/2008	
ROUX	HERBA RICH	United Kingdom	REGISTERED	2494538	2494538	05/08/2008	05/08/2018
ROUX	HERBA RICH	Zanzibar	REGISTERED	ZN/T/2008/384	ZN/2008/384	19/08/2008	19/08/2022
ROUX	HERBA RICH (Stylized)	USA	RENEWED	1976491	74/704691	24/07/1995	04/06/2016
ROUX	HERBARICH	USA	RENEWED	2141227	74/643087	08/03/1995	03/03/2018
ROUX	REALISTIC	Angola	RENEWED	4287	333/95	01/06/1995	01/06/2015
ROUX	REALISTIC	Benelux	RENEWED	90353	588452	08/12/1971	08/12/2021
ROUX	REALISTIC	Bolivia	RENEWED	79397/C	13161	30/07/1999	18/06/2020
RRPP	REALISTIC	Botswana	RENEWED	SA14115	SA14115	15/05/1995	15/05/2015
ROUX	REALISTIC	Brazil	RENEWED	3438961	3438961	22/11/1988	22/11/2016
RSUIS	REALISTIC	Burundi	REGISTERED	3173/BUR			Unlimited Term
ROUX	REALISTIC	Canada	RENEWED	384266	645966	30/11/1989	10/05/2021
ROUX	REALISTIC	Chile	RENEWED	689119	61939	24/09/1978	31/01/2021
ROUX	REALISTIC	Congo	RENEWED	5156/95	NP/1066/ZAI/95	14/09/1995	14/09/2015
ROUX	REALISTIC	Ecuador	RENEWED	4887/00	97189	15/07/1999	26/07/2020
ROUX	REALISTIC	Ethiopia	RENEWED	2340	2340	29/09/1997	30/09/2016
ROUX	REALISTIC	Franco	RENEWED	1586736	553470	21/04/1980	13/04/2020
ROUX	REALISTIC	Germany	RENEWED	808598	R15099	15/06/1961	30/06/2021
ROUX	REALISTIC	Guatemala	REN REQ	101511	6242/99	29/07/1999	
ROUX	REALISTIC	Guyana	RENEWED	17549A	17549A	28/07/1999	28/07/2020
ROUX	REALISTIC	Japan	RENEWED	3259514	11480/1994	09/02/1994	24/02/2017
ROUX	REALISTIC	Kenya	RENEWED	45315	45315	08/02/1997	05/02/2014
TCG	REALISTIC	Lebanon	REGISTERED	85489	37797	18/11/2000	18/11/2015
ROUX	REALISTIC	Lesotho	RENEWED	LS/M/9500435	LS/M/9500435	17/11/1995	17/11/2015
ROUX	REALISTIC	Liberia	RENEWED	16597/301	16597/301	15/05/1997	15/05/2022
ROUX	REALISTIC	Malaysia	REN REQ	SAR/24185	24185	18/11/1981	18/11/2012
ROUX	REALISTIC	Mauritius	RENEWED	A/39No.261		20/07/1995	20/07/2016
ROUX	REALISTIC	Mozambique	RENEWED	97/2000	00097/2000	25/01/2000	25/01/2020
ROUX	REALISTIC	Namibia	RENEWED	95/0523	95/0523	30/05/1995	30/05/2015
ROUX	REALISTIC	Nicaragua	RENEWED	R 48082 CC	9902915	30/08/1999	07/01/2021
ROUX	REALISTIC	Nigeria	RENEWED	44879	44879/84	20/01/1984	20/01/2019
ROUX	REALISTIC	OPAI	REN REQ	22287	72437	06/02/1982	
ROUX	REALISTIC	Panama	RENEWED	49622	49622	25/04/1989	09/05/2020
ROUX	REALISTIC	Panama	RENEWED	29926	29926	22/04/1982	14/01/2016
ROUX	REALISTIC	Paraguay	REN REQ	231670	22713/1999	14/10/1999	
ROUX	REALISTIC	Peru	RENEWED	58705	087764/1999	08/07/1999	28/10/2019
ROUX	REALISTIC	Rwanda	REGISTERED	4036/FRK	4036/FRK	10/04/1997	Unlimited Term
ROUX	REALISTIC	Seychelles	RENEWED	3928	198/95	28/07/1995	28/07/2016
ROUX	REALISTIC	Sierra Leone	RENEWED	14798	14798	15/04/1997	15/04/2025
ROUX	REALISTIC	South Africa	RENEWED	61/1608/1	61/1608/1	15/03/1991	15/05/2015
ROUX	REALISTIC	Sudan	RENEWED	25798	25798	29/04/1997	29/04/2017
ROUX	REALISTIC	Suriname	REN REQ	16765	16765	02/11/1999	
ROUX	REALISTIC	Swaziland	RENEWED	427/95	427/95	23/05/1995	23/05/2015
ROUX	REALISTIC	Tanganyika	REN REQ	23426	23426	23/05/1995	23/05/2012
RSUIS	REALISTIC	Uganda	RENEWED	20499	20499	04/02/1997	18/02/2018
ROUX	REALISTIC	United Kingdom	RENEWED	1354091	1354091	08/08/1988	08/08/2016
ROUX	REALISTIC	United Kingdom	RENEWED	B1072759	1072759	08/01/1977	06/01/2018
ROUX	REALISTIC	USA	RENEWED	1589102	782059	21/02/1989	05/12/2019
ROUX	REALISTIC	USA	RENEWED	653536	72/021576	24/12/1965	22/10/2017
ROUX	REALISTIC	USA	RENEWED	1820389	74/335192	27/11/1992	08/02/2014
ROUX	REALISTIC	Zambia	REGISTERED	76/2006	76/2006	01/02/2006	01/02/2013
ROUX	REALISTIC	Zanzibar	REN REQ	840/1999	88/97	29/01/1997	
ROUX	REALISTIC	Zimbabwe	RENEWED	666/95	666/95	23/05/1995	23/05/2015
ROUX	REALISTIC INTERACTIVES	South Africa	RENEWED	83/5524	83/5524	10/08/1993	10/08/2013
ROUX	REALISTIC LIQUID TEX	South Africa	RENEWED	80/5295	80/5295	13/08/1980	13/08/2020
ROUX	REALISTIC NO-LYE	South Africa	RENEWED	92/9585	92/9585	09/11/1992	09/11/2012
ROUX	REALISTIC SENSOR PERM	Canada	RENEWED	TMA238485	402539	24/09/1976	21/12/2024
ROUX	REALISTIC SENSOR PERM	United Kingdom	RENEWED	B1072760	1072760	08/01/1977	06/01/2018
ROUX	SOPHISTICATED LOOK	Angola	RENEWED	4289	335/95	01/06/1995	01/06/2025
ROUX	SOPHISTICATED LOOK	Botswana	RENEWED	SA 14 409		05/02/1991	05/02/2021
ROUX	SOPHISTICATED LOOK	Lesotho	RENEWED	LS/M/9500442	LS/M/9500442	17/11/1995	17/11/2015
ROUX	SOPHISTICATED LOOK	Mozambique	RENEWED	98/2000	00098/2000	25/01/2000	25/01/2020
ROUX	SOPHISTICATED LOOK	Namibia	RENEWED	91/0364	91/0364	12/04/1991	12/04/2021
ROUX	SOPHISTICATED LOOK	South Africa	RENEWED	B91/0740	91/0740	05/02/1991	05/02/2021
ROUX	SOPHISTICATED LOOK	Swaziland	RENEWED	318/95	318/95	24/03/1995	24/03/2015
ROUX	SOPHISTICATED LOOK	Zimbabwe	RENEWED	B667/95	667/95	23/05/1995	23/05/2015
RRPP	SOPHISTICATED LOOK and Design	Canada	RENEWED	TMA306458	502473	28/04/1983	30/08/2015
ROUX	SPECIAL FEELING	Angola	RENEWED	4288	334/95	01/06/1995	01/06/2015
ROUX	SPECIAL FEELING	Bahama Islands	REN REQ	10436	10436	18/11/1981	
ROUX	SPECIAL FEELING	Botswana	RENEWED	SA 14 118		18/11/1981	18/11/2021
ROUX	SPECIAL FEELING	Lesotho	RENEWED	LS/M/9500436	LS/M/9500436	17/11/1995	17/11/2015
ROUX	SPECIAL FEELING	Mozambique	RENEWED	95/2000	00095/2000	25/01/2000	25/01/2020
ROUX	SPECIAL FEELING	South Africa	RENEWED	81/8792	81/8792	18/11/1981	18/11/2021
ROUX	SPECIAL FEELING	Swaziland	RENEWED	428/95	428/95	23/05/1995	23/05/2015
ROUX	SPECIAL FEELING	Zimbabwe	RENEWED	B668/95	668/95	23/05/1995	23/05/2015

SCHEDULES

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