

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM299380

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Treadstone Group, Inc.		03/27/2014	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Indeed Laboratories Inc.		
<b>Street Address:</b>	67 Mowat Avenue		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Toronto, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	M6K 3E3		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3439430	HYDRALURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	203621340		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	212-223-8200		
<b>Email:</b>	docketing@paulipgroup.com		
<b>Correspondent Name:</b>	Louis C. Paul		
<b>Address Line 1:</b>	299 Park Avenue		
<b>Address Line 2:</b>	6th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10171		
<b>ATTORNEY DOCKET NUMBER:</b>	HYDRALURE 2		
<b>NAME OF SUBMITTER:</b>	Louis C. Paul		
<b>SIGNATURE:</b>	/LCP/		
<b>DATE SIGNED:</b>	03/27/2014		
<b>Total Attachments: 2</b>			
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source=Trademark Assignment - Treadstone to Indeed#page2.tif			

OP \$40.00 3439430

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of March 27, 2014, from THE TREADSTONE GROUP, INC., a corporation organized and existing under the laws of the State of North Carolina, having a correspondence address of 388 North Highway 16, Suite B, Denver, North Carolina 28037 ("Assignor") to INDEED LABORATORIES INC., a Canadian corporation having a correspondence address of 67 Mowat Avenue, Suite 300, Toronto, Ontario M6K 3E3, Canada ("Assignee"):

WHEREAS, Assignor is the owner of U.S. Trademark Registration No. 3,439,430 for the mark HYDRALURE in connection with skin care products, namely, non-medicated skin care preparations and color cosmetics (the "Products"); and

U.S. Trademark Registration No. 3,439,430 is referred to as the "Registration", and HYDRALURE is referred to as the "Mark";

WHEREAS, Assignor is the owner of the goodwill associated with the Registration and the Mark; and

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Registration and the Mark.

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:

- (1) U.S. Trademark Registration No. 3,439,430 and all of Assignor's right, title, and interest of whatever kind in and to the Registration and the Mark, together with the goodwill of the business relating to the Products on which the Mark is used; and
- (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages and payments for past or future infringements and misappropriations of the Mark; and
- (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

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 Mark.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Assignment, as of the day and year first above written.

THE TREADSTONE GROUP, INC.

Date: March 27, 2014

By: Ross D. Bulla  
Name: Ross D. Bulla  
Title: President