

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301406

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pleasure State Pty Limited		10/23/2013	CORPORATION: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Bendon Limited		
Street Address:	8 Airpark Drive		
City:	Airport Oaks, Auckland		
State/Country:	NEW ZEALAND		
Postal Code:	2022		
Entity Type:	LIMITED LIABILITY COMPANY: NEW ZEALAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3318149	BIOFIT	
CORRESPONDENCE DATA			
Fax Number:	3122220818		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312.222.0800		
Email:	chiipdocket@michaelbest.com		
Correspondent Name:	Luke W. DeMarte		
Address Line 1:	180 N. Stetson Avenue, Suite 2000		
Address Line 2:	Michael Best & Friedrich LLP		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	020881-9001		
NAME OF SUBMITTER:	Luke W. DeMarte		
SIGNATURE:	/luke w. demarte/		
DATE SIGNED:	04/14/2014		
Total Attachments: 4			
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source=14834368_Biofit_transfer_to_Bendon_Ltd_trademarks_1#page3.tif			
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OP \$40.00 3318149

PLEASURE STATE PTY LIMITED

Assignor

BENDON LIMITED

Assignee

DEED OF ASSIGNMENT OF TRADE MARKS

Hudson[®] Gavin[®] Martin[®]

DEED dated 23 October 2013

PARTIES

PLEASURE STATE PTY LIMITED of Level 1, 134 Oxford Street, Paddington NSW 2021, Australia ("Assignor")

BENDON LIMITED of 8 Airpark Drive, Airport Oaks, Auckland 2022, New Zealand ("Assignee")

INTRODUCTION

- A. The Assignor is the registered proprietor of the trade marks, details of which are contained in the schedule ("Trade Marks").
- B. The Assignor has agreed to assign to the Assignee the Trade Marks and all rights in and to the Trade Marks on the terms and conditions set out in this deed.

COVENANTS

Assignment

For good and valuable consideration, receipt of which is hereby acknowledged, the Assignor assigns, transfers and sets over to the Assignee its entire right, title, interest and benefit in and to the Trade Marks and all its rights, remedies, and powers, in relation to those Trade Marks, to hold, use, exercise and enjoy to and for the Assignee absolutely together with the goodwill of the business symbolized by the marks.

EXECUTED AS A DEED

PLEASURE STATE PTY LIMITED by:

JDR
Signature of Director

Justin Davis-Rice
Name of Director

[Signature]
Signature of Director

[Signature]
Name of Director

and witnessed by:

[Signature]
Signature of witness

Mr Stansway, Solicitor
Occupation

Auckland
City/town of residence

BENDON LIMITED by:

JDR
Signature of Director

Justin Davis-Rice
Name of Director

[Signature]
Signature of Director

William Wavish
Name of Director

and witnessed by:

[Signature]
Signature of witness

[Signature]
Occupation

[Signature]
City/town of residence

SCHEDULE

AUSTRALIA

Number	Trade Mark	Class	Status
1125115	BIOFIT (Word)	25	Registered

CANADA

Number	Trade Mark	Class	Status
TMA770610	BIOFIT (Word)	Wares (1) – Lingerie including brassieres.	Registered

MADRID PROTOCOL

Number	Trade Mark	Class	Status
914280	BIOFIT (Word)	25	Registered

NEW ZEALAND

Number	Trade Mark	Class	Status
765483	BIOFIT (Word)	25	Registered

UNITED KINGDOM

Number	Trade Mark	Class	Status
2434583	BIOFIT (Word)	25	Registered

UNITED STATES OF AMERICA

Number	Trade Mark	Class	Status
3318149	BIOFIT (Word)	25	Registered