

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315047

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IRISH RESPONSE LIMITED		03/06/2014	COMPANY: IRELAND
RECEIVING PARTY DATA			
Name:	LIFES 2 GOOD LIMITED		
Street Address:	Unit 7, Racecourse Business Park		
City:	Ballybrit, Galway		
State/Country:	IRELAND		
Entity Type:	COMPANY: IRELAND		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85635905	VIVISCAL HAIR GROWTH PROGRAM	
Serial Number:	85657669	VIVISCAL THE SECRET OF BEAUTIFUL HAIR	
Registration Number:	3725623	LIFES2GOOD	
Registration Number:	2086712	VIVISCAL	
Registration Number:	4328528	AMINOMAR	
Registration Number:	3661669	VIVISCAL	
CORRESPONDENCE DATA			
Fax Number:	2022937860		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2022937060		
Email:	tm@sughrue.com		
Correspondent Name:	LEIGH ANN LINDQUIST/SUGHRUE MION, PLLC		
Address Line 1:	2100 PENNSYLVANIA AVENUE, N.W.		
Address Line 4:	WASHINGTON, D.C. 20037		
ATTORNEY DOCKET NUMBER:	D3694		
DOMESTIC REPRESENTATIVE			
Name:	LEIGH ANN LINDQUIST/SUGHRUE MION, PLLC		
Address Line 1:	2100 PENNSYLVANIA AVENUE, N.W.		
Address Line 4:	WASHINGTON, D.C. 20037		

OP \$165.00 85635905

TRADEMARK

NAME OF SUBMITTER:	Leigh Ann Lindquist
SIGNATURE:	/leigh ann lindquist/
DATE SIGNED:	08/25/2014
Total Attachments: 6 source=D3694 ASSIGNMENT DOCS#page1.tif source=D3694 ASSIGNMENT DOCS#page2.tif source=D3694 ASSIGNMENT DOCS#page3.tif source=D3694 ASSIGNMENT DOCS#page4.tif source=D3694 ASSIGNMENT DOCS#page5.tif source=D3694 ASSIGNMENT DOCS#page6.tif	

Supplemental Confirmatory Intellectual Property Assignment

THIS ASSIGNMENT is made the 6th day of March

Two Thousand and Fourteen

BETWEEN IRISH RESPONSE LIMITED, an Irish company of Unit 7, Racecourse Business Park, Ballybrit, Galway, Ireland (hereinafter referred to as the "Assignor") of the First Part,

AND LIFES 2 GOOD LIMITED, an Irish company of Unit 7, Racecourse Business Park, Ballybrit, Galway, Ireland (hereinafter referred to as the "Assignee") of the Second Part.

WHEREAS

- (a) The Assignor is the registered proprietor of Registrations (hereinafter referred to as the "Registrations"), short particulars of which are set forth in Schedule A attached hereto, for Trade Marks, and is the applicant of Applications (hereinafter referred to as the "Applications"), short particulars of which are set forth in Schedule B attached hereto, for Trade Marks, the Trade Marks of the Registrations and the Applications are hereinafter referred to as the "Trade Marks".
- (b) By virtue of an Agreement made between the parties hereto the Assignor purported to transfer unto the Assignee all its right, title, share and interest in and to the Registrations, the Applications, the Trade Marks and any registration granted pursuant thereto together with the goodwill of the business associated with and symbolised by the Registrations, the Applications and the Trade Marks.

- (c) In the premises the parties hereto have agreed to execute this further Assignment to supplement, and so far as relevant to supplement the Agreement between the Assignor and the Assignee to assign and vest in the Assignee all the property, right, title, share and interest in and to the Registrations, the Applications, the Trade Marks and any registration granted pursuant thereto together with the goodwill of the business associated with and symbolised by the Registrations, the Applications and the Trade Marks.

NOW THIS DEED WITNESSETH that in consideration of these premises and of the sum of Ten Euro (€10.00) paid by the Assignee to the Assignor, the receipt of which the Assignor does hereby acknowledge, the Assignor hereby assigns unto the Assignee its successors and assigns:

- (a) all the property, right, title, share and interest in and to the Registrations TOGETHER with the goodwill of the business associated with and symbolised by the Registrations,
- (b) all the property, right, title, share and interest in and to the Applications together with all the benefits of the Applications to the intent that upon the Applications being in order for registration this Assignment shall operate to vest the same in the Assignee TOGETHER with the goodwill of the business associated with and symbolised by the said Applications, and
- (c) all the property, right, title, share and interest in and to the Trade Marks TOGETHER with the goodwill of the business associated with and symbolised by the Trade Marks,

TO HOLD unto the Assignee absolutely.

AND the Assignor hereby covenants with the Assignee that at the expense of the Assignee, it shall execute all such documents, forms and authorisations and depose to or swear any and all declarations or oaths as may be required for the purpose of absolutely vesting and recording the rights assigned hereunder in the Assignee.

SCHEDULE A

The Registrations referred to herein.

Reg. No.	Trade Mark	Class(es)	Country
4,328,528	AMINOMAR	5	United States of America
3,725,623	Lifes2good in device Form	5, 10, 35	United States of America
2,742,156	VIVIDA	5	United States of America
2,086,712	VIVISCAL	5	United States of America
3,661,669	VIVISCAL	3	United States of America

SCHEDULE B

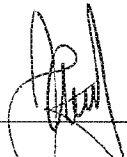
The Applications referred to herein.

Appln. No.	Trade Mark	Class(es)	Country
85/635,905	VIVISCAL HAIR GROWTH PROGRAM	5	United States of America
85/657,669	VIVISCAL THE SECRET OF BEAUTIFUL HAIR	3, 5	United States of America

IN WITNESS WHEREOF the parties hereto have set their hands the day and year first above written.


For and on behalf of

IRISH RESPONSE LIMITED

BY:  _____
James Murphy

CAPACITY: Director

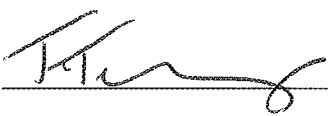
in the presence of:

 _____

Quality Executive
(WITNESSES)


For and on behalf of

LIFES 2 GOOD LIMITED

BY:  _____
Tom Tierney

CAPACITY: Director

in the presence of:

 _____

Quality + Regulatory Affairs
manager
(WITNESSES)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Matter of:

LIFES 2 GOOD LIMITED

TRADEMARK	APPLICATION NO	APPLICATION DATE
VIVISCAL HAIR GROWTH PROGRAM	85/635,905	May 25, 2012
VIVISCAL THE SECRET OF BEAUTIFUL HAIR	85/657,669	June 21, 2012
TRADEMARK	REGISTRATION NO	REGISTRATION DATE
LIFES2GOOD	3,725,623	December 15, 2009
AMINOMAR	4,328,528	April 30, 2013
VIVISCAL	3,661,669	July 28, 2009
VIVIDA	2,742,156	July 29, 2013
VIVISCAL	2,086,712	August 12, 1997

REVOCAION OF POWER OF ATTORNEY AND POWER OF ATTORNEY

NO FEE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Sir:

The above-identified registrant hereby revokes all powers of attorney previously granted with respect to the above trademark registrations/applications.

Registrant hereby appoints Leigh Ann Lindquist and the attorneys of SUGHRUE MION, PLLC, all members of the bar, of 2100 Pennsylvania Avenue, N.W., Washington, DC 20037, to maintain these registrations/applications and to transact all business in the Patent and Trademark Office in connection therewith.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

SUGHRUE MION, PLLC, whose postal address is 2100 Pennsylvania Avenue, N.W., Washington, D.C. 20037, United States of America, is hereby designated registrant's representative upon whom notice or process in proceedings affecting the marks may be served.

Please address all future correspondence regarding these registrations/applications to:

Leigh Ann Lindquist
SUGHRUE MION, PLLC
2100 Pennsylvania Avenue, N.W.
Washington, D.C. 20037
Phone 202.293.7060
Facsimile 202.293.7860
Email tm@sughrue.com

LIFES 2 GOOD LIMITED

By:  _____

Name: Tom Tierney

Title: Director

Date: 08.2.14