

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM333692

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FIRMENICH SA		02/11/2015	COMPANY: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Reckitt & Colman (Overseas) Limited		
Street Address:	Dansom Lane		
City:	Hull		
State/Country:	UNITED KINGDOM		
Postal Code:	HU8 7DS		
Entity Type:	Private Limited Company: ENGLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2044056	LIFESCENT	
CORRESPONDENCE DATA			
Fax Number:	2128189606		
<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:	212-818-9200		
Email:	mlerner@ssbb.com		
Correspondent Name:	Mark Lerner		
Address Line 1:	230 Park Avenue		
Address Line 2:	Suite 1130		
Address Line 4:	New York, NEW YORK 10169-0079		
ATTORNEY DOCKET NUMBER:	104742.10		
DOMESTIC REPRESENTATIVE			
Name:	Mark Lerner		
Address Line 1:	230 Park Avenue		
Address Line 2:	Suite 1130		
Address Line 4:	New York, NEW YORK 10169-0079		
NAME OF SUBMITTER:	Mark Lerner		
SIGNATURE:	/mark lerner/		

CH \$40.00 2044056

DATE SIGNED:	03/02/2015
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Total Attachments: 4

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TRADE MARK & DOMAIN NAME ASSIGNMENT

THIS ASSIGNMENT is made the *11th* day of *February* 2015

BETWEEN:

1. **FIRMENICH SA**, a company incorporated and registered in Switzerland incorporated and registered in Switzerland with company number CHE-105.817.457 whose registered office is at 1, Route des Jeunes, 1227 Geneva Acacias, Switzerland (the "Assignor"); and
2. **RECKITT & COLMAN (OVERSEAS) LIMITED**, a company incorporated and registered in England and Wales with company number 00593047 whose registered office is at 103-105 Bath Road, Slough, Berkshire SL1 3UH, United Kingdom (the "Assignee")

WHEREAS:

- A. The Assignor is the proprietor of the LIFESCENT trade mark, details of which are attached in the schedule to this Assignment (the "Trade Marks");
- B. The Assignor is the proprietor of the LIFESCENT domain name registrations, details of which are attached in the schedule to this Assignment (the "Domain Names").
- B. The parties have agreed to assign the Trade Marks and Domain Names on the following terms:

AGREED TERMS:

1. In consideration of the sum of £1 (one pound) paid by the Assignee to the Assignor (the receipt of which the Assignor acknowledges) the Assignor hereby assigns to the Assignee absolutely with full title guarantee all property, right, title and interest in and to the Trade Marks and Domain Names together with:
 - a. any statutory and common law rights (including goodwill) which attach to the Trade Marks and Domain Names, together with any goodwill of



the business relating to the goods or services in respect of which the Trade Marks and Domain Names are registered or used; and

- b. the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement of any of the Trade Marks or Domain Names whether occurring before, on or after the date of such assignment.
2. The Assignor will at the request of the Assignee and at Assignee's costs, execute and sign all such instruments, applications and documents and do all such other acts and things as may reasonably be required by the Assignee to give effect to the terms of this Assignment and to ensure that the Trade Marks and Domain Names vest in the Assignee.
 3. This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of England and Wales and settled by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers' Arbitration Institution in force on the date on which the Notice of Arbitration is submitted in accordance with these Rules.

The number of arbitrators shall be 3 (one or three);

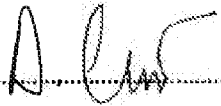
The seat of the arbitration shall be in Geneva, Switzerland;

The arbitral proceedings shall be conducted in English.



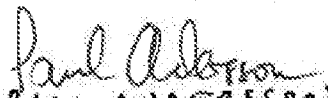
IN WITNESS WHEREOF this Assignment has been executed and delivered on the date first written above.

Executed on behalf of FIRMENICH SA

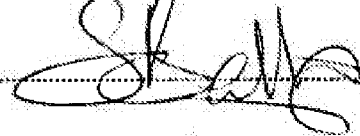


By: DOMINIQUE GRAZ

Position: GROUP VP
GENERAL COUNSEL


PAUL ANDERSSON
SENIOR VP, BODY & HOME CARE PERFUMERY

Signature of Witness

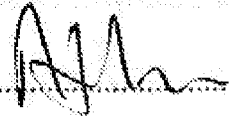


Witness Name: STEPHANIE BALPOUTIN

Witness Address:

FIRMENICH S.A.
1, route des Jeunes
CH-1211 GENEVE 8

Executed on behalf of RECKITT
& COLMAN (OVERSEAS) LIMITED



By: Patrick Melson

Position: V.P. General Counsel,
Trade Marks

Signature of Witness



Witness Name: K.L. BENFIELD

Witness Address:

103-105 Bally Road,
Slough, UK, SL1 3UH

The Schedule

Trade Mark Registrations/Applications

Country	Mark	Classes	App No	Reg No	Status
Brazil	LIFESCENT	3	819912484	819912484	Registered
Canada	LIFESCENT	3	842790	TMA509362	Registered
International Register	LIFESCENT	3	601579	601579	Registered
Japan	LIFESCENT	3	6576/93	3137480	Registered
Switzerland	LIFESCENT	3	9037/1992	P-401581	Registered
UK	LIFESCENT	3	1522920	B1522920	Registered
USA	LIFESCENT	1	74489966	2044056	Registered

Domain Name Registrations

DOMAIN NAMES
LIFESCENT.com
Lifescent.net
Lifescent.info
Lifescent.biz
Lifescent.us

