

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356134

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Orico (London) Limited		09/17/2015	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Orico Health and Beauty USA LLC		
Street Address:	9255 Sunset Boulevard, Suite 630		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4197123	ORICO	
CORRESPONDENCE DATA			
Fax Number:	6123408827		
<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:	612.492.6842		
Email:	ip.docket@dorsey.com		
Correspondent Name:	Jeffrey R. Cadwell		
Address Line 1:	Dorsey & Whitney LLP		
Address Line 2:	50 South Sixth Street, Suite 1500		
Address Line 4:	Minneapolis, MINNESOTA 55402-1498		
ATTORNEY DOCKET NUMBER:	362395-00040		
NAME OF SUBMITTER:	Jeffrey R. Cadwell		
SIGNATURE:	/Jeffrey R. Cadwell/		
DATE SIGNED:	09/24/2015		
Total Attachments: 2			
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TRADE MARK ASSIGNMENT

This ASSIGNMENT is made the 17 day of September, 2015

BETWEEN

Orico (London) Limited, whose address is Bryant House, Bryant Road, Strood, Rochester, Kent ME2 3EW, United Kingdom ("the Assignor")

AND

Orico Health and Beauty USA LLC, whose address is 9255 Sunset Bl, Suite 630, West Hollywood, CA 90069, USA ("the Assignee")

WHEREAS

- (a) the Assignor is the proprietor of the US Trade Mark Registration No 4197123 for the trade mark ORICO (hereafter "the Trade Mark")
- (b) the Assignor has agreed with the Assignee for the transfer of the Trade Mark to the Assignee on the terms set out in this agreement.

IT IS HEREBY AGREED AS FOLLOWS:

1. In the pursuance of the said agreement and in consideration of the sum of one pound (£1.00), (the receipt of which the Assignor acknowledges), the Assignor assigns to the Assignee the Trade Mark with full title guarantee together with any rights built up through use of the Trade Mark including the right to bring proceedings for passing off and together with any goodwill in the business built up by reference to the Trade Marks.
2. The Assignor confirms authorization for the US representatives to execute the forms of application to record on the US Patent and Trademark Office Register the change of proprietorship effected in this agreement.

3. This Assignment shall be governed by and construed in accordance with the law of England and Wales. The parties irrevocably agree that the Courts of England are to have exclusive jurisdiction to settle any dispute which may arise out of or in connection with this Assignment.
4. This Assignment does not create any right under the Contracts (Rights of Third Parties) Act 1999 which is enforceable by any person who is not a party to it.

For and on behalf of
Orico (London) Limited

Shirin Valpou

Name

Shirin Dalpou

Signature

[Signature]

Witness

17/9/2015

Date

For and on behalf of
Orico Health and Beauty USA LLC

Shirin Valpou

Name

Shirin Dalpou

Signature

[Signature]

Witness

17/9/2015

Date