TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM365100

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Murad, Inc. (a California corp.) to Murad, LLC (a Delaware Limited Liability company) previously recorded on Reel 005641 Frame 0127. Assignor(s) hereby confirms the Assignment should be MURAD, INC to UNILEVER N.V.
RESUBMIT DOCUMENT ID:	900344290

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MURAD, INC.		07/01/2015	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	UNILEVER N.V.	
Street Address:	Weena 455	
City:	3013 AL Rotterdam	
State/Country:	NETHERLANDS	
Entity Type:	naamloze vennootschap: NETHERLANDS	

PROPERTY NUMBERS Total: 113

Property Type	Number	Word Mark
Registration Number:	4269682	A CLEAR YOU CAN FEEL
Registration Number:	4143999	ABSOLUTE BRONZING BOOST
Registration Number:	3238652	ACNE COMPLEX
Registration Number:	3603706	ACNE. WHAT ACNE?
Registration Number:	3723449	ACTIVE RADIANCE
Registration Number:	2882499	ADVANCED PERFORMANCE COMPLEX
Registration Number:	4587267	AGE-DIFFUSING SERUM
Registration Number:	4269519	AGE LIFTING BOOSTER
Registration Number:	3307910	AGE REFORM
Registration Number:	1626577	A SENSE OF SELF
Registration Number:	3096207	BARE FRUIT
Registration Number:	3238449	BEARD SOFTENING COMPLEX
Registration Number:	3894032	BEGGING FOR BALANCE
Registration Number:	4280771	BETTER EVERY DAY
Registration Number:	3366333	THE CELLULAR WATER PRINCIPLE
Registration Number:	2949371	CITY SKIN
Registration Number:	3064056	CITY SKIN

TRADEMARK REEL: 005682 FRAME: 0722

Property Type	Number	Word Mark	
Registration Number:	3986620	CLEAN SCENE	
Registration Number:	4625071	CLEARCAM	
Registration Number:	3894031	CRAVING FOR CLEAN	
Registration Number:	3881598	CRAZY FOR CLEAR	
Registration Number:	3344790	CULTURAL STRESS	
Registration Number:	3240805	DAILY CELL STRENGTHENER	
Registration Number:	2388204	DAILY RENEWAL COMPLEX	
Registration Number:	2801222	DAILY RENEWAL COMPLEX	
Registration Number:	3042290	DAY REFORM	
Registration Number:	3878125	DOWN FOR DEFENSE	
Registration Number:	3644495	DURIAN CELL REFORM	
Registration Number:	3958803	EAT YOUR WATER	
Registration Number:	3644697	ENVIRONMENTAL DEFENSE	
Registration Number:	2752357	ENVIRONMENTAL SHIELD	
Registration Number:	2754262	ESSENTIAL-C	
Registration Number:	4210454	EYE LUSCIOUS	
Registration Number:	4003324	GAGA FOR GLOW	
Registration Number:	3951621	GET CLEAR. LIVE CLEAR.	
Registration Number:	3340583	FACE DEFENSE	
Registration Number:	3291313	FIRM FACTOR	
Registration Number:	3050188	HYBRID	
Registration Number:	3867732	HYBRIDS	
Registration Number:	3946109	HYBRIDS	
Registration Number:	4003040	HYDRO-DYNAMIC	
Registration Number:	3661461	IMMUNO-SKIN COMPLEX	
Registration Number:	3684389	INCLUSIVE AGE	
Registration Number:	3207281	INCLUSIVE HEALTH	
Registration Number:	3352932	INCLUSIVE HEALTH CENTER	
Registration Number:	3826231	INCLUSIVE HEALTH SPA	
Registration Number:	3431736	INFUSION FACTOR	
Registration Number:	3693455	IP 5	
Registration Number:	3693456	INTENSIVE PEEL 5	
Registration Number:	3966690	INTENSIVE C	
Registration Number:	3231735	INTENSIVE WRINKLE REDUCER	
Registration Number:	2035508	INTERNAL SKINCARE	
Registration Number:	3881599	JUMPING FOR JUICY	
Registration Number:	3958821	KOMBUCHA COLLAGEN DEFENSE	
Registration Number:	4122341	LIFE CAN BE COMPLICATED, SKINCARE SHOULD	

Property Type	Number	Word Mark	
Registration Number:	4026180	LIGHTEN AND BRIGHTEN	
Registration Number:	4222916	LINE TAMER	
Registration Number:	2481451	M	
Registration Number:	2062211	MURAD	
Registration Number:	2254716	M MURAD	
Registration Number:	3845187	MURAD M	
Registration Number:	3845201	MURAD M	
Registration Number:	4077682	MIHI	
Registration Number:	4223088	MURASOL	
Registration Number:	2993839	NIGHT REFORM	
Registration Number:	2195515	OPTIMAL HEALTH FORMULA	
Registration Number:	2756454	OPTIMAL HEALTH	
Registration Number:	2148418	PERFECTING SERUM	
Registration Number:	3798129	PERFECTING SERUM	
Registration Number:	2693274	POMPHENOL	
Registration Number:	4468959	PORE REFORM	
Registration Number:	2252580	PURE SKIN	
Registration Number:	3367499	RAPID EXFOLIATOR	
Registration Number:	3319154	RAZOR BURN RESCUE	
Registration Number:	3710683	REPAIR ENHANCING MATRIX	
Registration Number:	3443224	SENSITIVE SKIN SOOTHING SERUM	
Registration Number:	3644529	SLEEP REFORM	
Registration Number:	4426378	REPLENICELL	
Registration Number:	2101666	RESURGENCE	
Registration Number:	2722180	RESURGENCE	
Registration Number:	3558622	SERIOUS TOOLS FOR THE PERFECT SHAVE	
Registration Number:	3684388	SUN UNDONE	
Registration Number:	2931047	TECHNOCEUTICALS	
Registration Number:	4620302	THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY	
Registration Number:	3861450	THE SCIENCE OF CELLULAR WATER	
Registration Number:	2987836	THE WATER PRINCIPLE	
Registration Number:	4035339	TIME CAPSULE	
Registration Number:	4682914	TRANSFORMING POWDER	
Registration Number:	3636576	TRANSFORMING SKINCARE	
Registration Number:	2259555	TRAVEL ESSENTIALS	
Registration Number:	4143666	UNIVERSITY FOR INCLUSIVE HEALTH	
Registration Number:	4611294	UPDATE YOUR STATUS TO CLEAR	
Registration Number:	3038727	VITALIC	

Property Type	Number	Word Mark
Registration Number:	2151037	WET SUIT
Registration Number:	2762753	WET SUIT
Registration Number:	2870343	WHERE SKINCARE MEETS HEALTHCARE
Registration Number:	3819248	WHITE BRILLIANCE
Registration Number:	2086538	YOUTH BUILDER
Registration Number:	4697038	YOUTH BUILDER
Registration Number:	2949296	DAY REFORM TREATMENT
Registration Number:	1830098	M MURAD
Registration Number:	1695589	RAPID EXFOLIATOR
Serial Number:	86286112	INVISIBLUR PERFECTING SHIELD
Serial Number:	86451795	MURAD BETTER EVERY DAY
Serial Number:	86478634	CITY SHIELD
Serial Number:	86478642	WATER VEIL
Serial Number:	86498349	MOISTURE VEIL
Serial Number:	86526509	SHADE AMERICA
Serial Number:	86528264	RAPID COLLAGEN INFUSION
Serial Number:	86654761	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE
Serial Number:	86623136	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE M
Serial Number:	86752386	INSTAMATTE 2-IN-1 CLEANSING MASK
Serial Number:	86752396	MATTEFFECT BLOTTING SPRAY

CORRESPONDENCE DATA

Fax Number: 2123101635

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.

Phone: 212 626 4242

Email: nyctrademarks@bakermckenzie.com

Correspondent Name: Lindsey Utrata
Address Line 1: 452 Fifth Avenue

Address Line 2: Baker & McKenzie LLP

Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	10060058-50046045
NAME OF SUBMITTER:	Lindsey Utrata
SIGNATURE:	/lu/
DATE SIGNED:	12/09/2015

Total Attachments: 21

source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page1.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page2.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page3.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page4.tif

source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page5.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page6.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page7.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page8.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page9.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page10.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page11.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page12.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page13.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page14.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page15.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page16.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page17.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page18.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page19.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page20.tif source=Corrective Assignment and assignment from Murad Inc to Unilever N V #page21.tif

CH \$2840.00 86752

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM357946

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Murad, Inc.		09/21/2015	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	MURAD, LLC
Street Address:	2121 Park Place, First Floor
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 113

Property Type	Number	Word Mark
Serial Number:	86752396	MATTEFFECT BLOTTING SPRAY
Serial Number:	86752386	INSTAMATTE 2-IN-1 CLEANSING MASK
Serial Number:	86498349	MOISTURE VEIL
Serial Number:	86478642	WATER VEIL
Serial Number:	86451795	MURAD BETTER EVERY DAY
Serial Number:	86654761	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE
Serial Number:	86478634	CITY SHIELD
Serial Number:	86286112	INVISIBLUR PERFECTING SHIELD
Serial Number:	86623136	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE M
Serial Number:	86526509	SHADE AMERICA
Registration Number:	1626577	A SENSE OF SELF
Registration Number:	1695589	RAPID EXFOLIATOR
Registration Number:	1830098	M MURAD
Registration Number:	2062211	MURAD
Registration Number:	2086538	YOUTH BUILDER
Registration Number:	2035508	INTERNAL SKINCARE
Registration Number:	2148418	PERFECTING SERUM
Registration Number:	2101666	RESURGENCE
Registration Number:	2252580	PURE SKIN

TRADEMARK

REEL: 005641 FRAME: 0127 TRADEMARK

Property Type	Number	Word Mark	
Registration Number:	2195515	OPTIMAL HEALTH FORMULA	
Registration Number:	2388204	DAILY RENEWAL COMPLEX	
Registration Number:	2151037	WET SUIT	
Registration Number:	2254716	M MURAD	
Registration Number:	2259555	TRAVEL ESSENTIALS	
Registration Number:	2756454	OPTIMAL HEALTH	
Registration Number:	2481451	M	
Registration Number:	2722180	RESURGENCE	
Registration Number:	3038727	VITALIC	
Registration Number:	2754262	ESSENTIAL-C	
Registration Number:	2693274	POMPHENOL	
Registration Number:	2752357	ENVIRONMENTAL SHIELD	
Registration Number:	3064056	CITY SKIN	
Registration Number:	2801222	DAILY RENEWAL COMPLEX	
Registration Number:	2882499	ADVANCED PERFORMANCE COMPLEX	
Registration Number:	2762753	WET SUIT	
Registration Number:	2949296	DAY REFORM TREATMENT	
Registration Number:	3042290	DAY REFORM	
Registration Number:	3291313	FIRM FACTOR	
Registration Number:	3096207	BARE FRUIT	
Registration Number:	3431736	INFUSION FACTOR	
Registration Number:	3319154	RAZOR BURN RESCUE	
Registration Number:	3340583	FACE DEFENSE	
Registration Number:	3238652	ACNE COMPLEX	
Registration Number:	3238449	BEARD SOFTENING COMPLEX	
Registration Number:	3231735	INTENSIVE WRINKLE REDUCER	
Registration Number:	3352932	INCLUSIVE HEALTH CENTER	
Registration Number:	3240805	DAILY CELL STRENGTHENER	
Registration Number:	3344790	CULTURAL STRESS	
Registration Number:	3207281	INCLUSIVE HEALTH	
Registration Number:	3307910	AGE REFORM	
Registration Number:	3366333	THE CELLULAR WATER PRINCIPLE	
Registration Number:	3367499	RAPID EXFOLIATOR	
Registration Number:	2870343	WHERE SKINCARE MEETS HEALTHCARE	
Registration Number:	2931047	TECHNOCEUTICALS	
Registration Number:	2949371	CITY SKIN	
Registration Number:	2987836	THE WATER PRINCIPLE	
Registration Number:	2993839	NIGHT REFORM	
		TPAREMARK	

TRADEMARK

REEL: 005641 FRAME: 0128 TRADEMARK

Property Type	Number	Word Mark	
Registration Number:	3443224	SENSITIVE SKIN SOOTHING SERUM	
Registration Number:	3603706	ACNE. WHAT ACNE?	
Registration Number:	3661461	IMMUNO-SKIN COMPLEX	
Registration Number:	3558622	SERIOUS TOOLS FOR THE PERFECT SHAVE	
Registration Number:	3644495	DURIAN CELL REFORM	
Registration Number:	3644529	SLEEP REFORM	
Registration Number:	3644697	ENVIRONMENTAL DEFENSE	
Registration Number:	3693455	IP 5	
Registration Number:	3693456	INTENSIVE PEEL 5	
Registration Number:	3684389	INCLUSIVE AGE	
Registration Number:	3636576	TRANSFORMING SKINCARE	
Registration Number:	3966690	INTENSIVE C	
Registration Number:	4035339	TIME CAPSULE	
Registration Number:	3861450	THE SCIENCE OF CELLULAR WATER	
Registration Number:	3710683	REPAIR ENHANCING MATRIX	
Registration Number:	3819248	WHITE BRILLIANCE	
Registration Number:	3826231	INCLUSIVE HEALTH SPA	
Registration Number:	3951621	GET CLEAR. LIVE CLEAR.	
Registration Number:	4003040	HYDRO-DYNAMIC	
Registration Number:	3958803	EAT YOUR WATER	
Registration Number:	3986620	CLEAN SCENE	
Registration Number:	4210454	EYE LUSCIOUS	
Registration Number:	3845187	MURAD M	
Registration Number:	3845201	MURAD M	
Registration Number:	3881598	CRAZY FOR CLEAR	
Registration Number:	3878125	DOWN FOR DEFENSE	
Registration Number:	4003324	GAGA FOR GLOW	
Registration Number:	3881599	JUMPING FOR JUICY	
Registration Number:	3684388	SUN UNDONE	
Registration Number:	3723449	ACTIVE RADIANCE	
Registration Number:	3798129	PERFECTING SERUM	
Registration Number:	3958821	KOMBUCHA COLLAGEN DEFENSE	
Registration Number:	3050188	HYBRID	
Registration Number:	4222916	LINE TAMER	
Registration Number:	3946109	HYBRIDS	
Registration Number:	4122341	LIFE CAN BE COMPLICATED, SKINCARE SHOULD	
Registration Number:	4077682	MIHI	
Registration Number:	3894031	CRAVING FOR CLEAN	
		TPADEMARK	

TRADEMARK

REEL: 005641 FRAME: 0129 TRADEMARK

Property Type	Number	Word Mark	
Registration Number:	3894032	BEGGING FOR BALANCE	
Registration Number:	4143666	UNIVERSITY FOR INCLUSIVE HEALTH	
Registration Number:	4026180	LIGHTEN AND BRIGHTEN	
Registration Number:	4143999	ABSOLUTE BRONZING BOOST	
Registration Number:	4223088	MURASOL	
Registration Number:	4269519	AGE LIFTING BOOSTER	
Registration Number:	4269682	A CLEAR YOU CAN FEEL	
Registration Number:	4280771	BETTER EVERY DAY	
Registration Number:	4426378	REPLENICELL	
Registration Number:	4468959	PORE REFORM	
Registration Number:	3867732	HYBRIDS	
Registration Number:	4766234	RAPID COLLAGEN INFUSION	
Registration Number:	4697038	YOUTH BUILDER	
Registration Number:	4682914	TRANSFORMING POWDER	
Registration Number:	4587267	AGE-DIFFUSING SERUM	
Registration Number:	4611294	UPDATE YOUR STATUS TO CLEAR	
Registration Number:	4620302	THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY	
Registration Number:	4625071	CLEARCAM	

CORRESPONDENCE DATA

Fax Number: 3108816801

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.

Phone: (310) 881-6800

Email: painter@ikplaw.com

Correspondent Name: Michael A. Painter, Esq.

Address Line 1: 1888 Century Park East, Suite 1500 Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER: 06889.316

NAME OF SUBMITTER: Michael A. Painter

SIGNATURE: /Michael A. Painter/

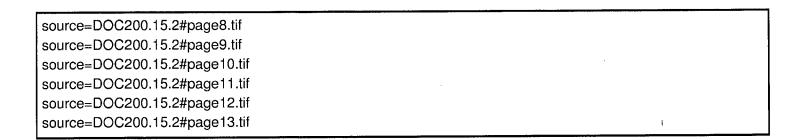
DATE SIGNED: 10/08/2015

Total Attachments: 13

source=DOC200.15.2#page1.tif source=DOC200.15.2#page2.tif source=DOC200.15.2#page3.tif source=DOC200.15.2#page4.tif source=DOC200.15.2#page5.tif source=DOC200.15.2#page6.tif source=DOC200.15.2#page7.tif

TRADEMARK

REEL: 005641 FRAME: 0130



TRADEMARK

REEL: 005641 FRAME: 0131 TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Corrective Assignment of Trademarks in the name of Murad, Inc.))) Assignment Recordation Branch
))))

DECLARATION OF MICHAEL A. PAINTER

- I, Michael A. Painter, declare and state the following:
 - 1. I am Michael A. Painter, an attorney of Isaacman, Kaufman & Painter, P.C., with an office at 1888 Century Park East, Suite 1500, Los Angeles, CA 90067.
 - 2. During the negotiations that led to Unilever N.V.'s acquisition of Murad, Inc.'s intellectual property rights, Murad, Inc. was being represented by Venable Law Firm. My only participation was to respond to their requests for documents and information relating to the intellectual property (i.e., patents, trademarks, copyrights) owned by Murad, Inc. I was never provided with any information as to the form of the acquisition or even the name of the acquiring company.
 - 3. On September 10, 2015, I received instructions from Kelly Gibson, Senior Manager, Administrative Affairs of Murad, Inc. via an email exchange between Ms. Gibson and Richard Murad, General Manager of Murad, Inc., confirming that the entity Murad, Inc. was now operating as Murad, LLC and that all trademark applications and trademark registrations should be transferred into the name of Murad, LLC.
 - 4. On September 11, 2015, I confirmed the instructions to Mr. Murad and advised that the transfer of title to the trademarks at issue had to be implemented via an Assignment from Murad, Inc. to Murad, LLC. This was confirmed by reply email from Mr. Murad.
 - 5. I prepared the assignment for the United States trademark applications and registrations listed in <u>Schedule A</u> (the "Assignment") and forwarded the document to Mr. Murad for review and signature.
 - 6. On September 21, 2015 a copy of the Assignment executed by Mr. Murad on September 21, 2015 was returned to me.
 - 7. On October 8, 2015, my firm filed the Assignment with the USPTO. The Assignment was recorded on the same day under Reel/Frame No. 5641/0127.

1

1318756-v3\NYCDMS

- 8. On October 9, 2015, I was advised by Joe Sullivan, authorized officer of Unilever N.V., that an assignment of all of Murad, Inc.'s trademarks to Unilever N.V. was consummated prior to the September 21, 2015 execution date of the Assignment that I prepared and which Mr. Murad signed. Unfortunately, I took no part whatsoever in the transaction and therefore knew nothing of the assignment of the trademarks from Murad, Inc. to Unilever N.V. until October 9, 2015, one day after I recorded the Assignment from Murad, Inc. to Murad, LLC with the USPTO.
- 9. Since Murad, Inc. no longer held title to the trademarks transferred in the Assignment document executed on September 21, 2015, the Assignment from Murad, Inc. to Murad, LLC is null and void.
- 10. I, Michael A. Painter, being warned that willful false statements and the like are punishable by fine or imprisonment, or both under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declare that all statements made of my own knowledge are true, and that all statements made of my own knowledge are true, and all statements made from on information and belief are believed to be true.

Michael A. Painter

Dated: November 12, 2015

Schedule A

Regi	istered	Mar	ks

Mark	Reg. No. / Serial No.
A CLEAR YOU CAN FEEL	4,269,682
ABSOLUTE BRONZING BOOST	4,143,999
ACNE COMPLEX	3,238,652
ACNE, WHAT ACNE?	3,603,706
ACTIVE RADIANCE	3,723,449
ADVANCED PERFORMANCE COMPLEX	2,882,499
AGE-DIFFUSING SERUM	4,587,267
AGE LIFTING BOOSTER	4,269,519
AGE REFORM	3,307,910
A SENSE OF SELF	1,626,577
BARE FRUIT	3,096,207
BEARD SOFTENING COMPLEX	3,238,449
BEGGING FOR BALANCE	3,894,032
BETTER EVERY DAY	4,280,771
	3,366,333
THE CELLULAR WATER PRINCIPLE	2,949,371
CITY SKIN	3,064,056
CITY SKIN	3,986,620
CLEAN SCENE	
CLEARCAM	4,625,071
CRAVING FOR CLEAN	3,894,031
CRAZY FOR CLEAR	3,881,598
CULTURAL STRESS	3,344,790
DAILY CELL STRENGTHENER	3,240,805
DAILY RENEWAL COMPLEX	2,388,204
DAILY RENEWAL COMPLEX	2,801,222
DAY REFORM	3,042,290
DOWN FOR DEFENSE	3,878,125
DURIAN CELL REFORM	3,644,495
EAT YOUR WATER	3,958,803
ENVIRONMENTAL DEFENSE	3,644,697
ENVIRONMENTAL SHIELD	2,752,357
ESSENTIAL-C	2,754,262
EYE LUSCIOUS	4,210,454
GAGA FOR GLOW	4,003,324
GET CLEAR, LIVE CLEAR.	3,951,621
FACE DEFENSE	3,340,583
	3,291,313
FIRM FACTOR	3,050,188
HYBRID	3,867,732
HYBRIDS	3,946,109
HYBRIDS	4,003,040
HYDRO-DYNAMIC	3,661,461
IMMUNO-SKIN COMPLEX	
INCLUSIVE AGE	3,684,389
INCLUSIVE HEALTH	3,207,281
INCLUSIVE HEALTH CENTER	3,352,932
INCLUSIVE HEALTH SPA	3,826,231
INFUSION FACTOR	3,431,736
IP 5	3,693,455
INTENSE PEEL 5	3,693,456
INTENSIVE C	3,966,690
INTENSIVE WRINKLE REDUCER	3,231,735
INTERNAL SKINCARE	2,035,508

Mark	Reg. No. / Serial No.
JUMPING FOR JUICY	3,881,599
KOMBUCHA COLLAGEN DEFENSE	3,958,821
LIFE CAN BE COMPLICATED, SKINCARE SHOULDN'T BE	4,122,341
LIGHTEN AND BRIGHTEN	4,026,180
LINE TAMER	4,222,916
M (Stylized)	2,481,451
MURAD	2,062,211
M MURAD	2,254,716
M MURAD	3,845,187
M MURAD	3,845,201
MIHI	4,077,682
MURASOL	4,223,088
NIGHT REFORM	2,993,839
OPTIMAL HEALTH FORMULA	2,195,515
OPTIMAL HEALTH	2,756,454
PERFECTING SERUM	2,148,418
PERFECTING SERUM	3,798,129
POMPHENOL	2,693,274
PORE REFORM	4,468,959
	2,252,580
PURE SKIN	3,367,499
RAPID EXFOLIATOR	3,319,154
RAZOR BURN RESCUE	3,710,683
REPAIR ENHANCING MATRIX	3,443,224
SENSITIVE SKIN SOOTHING SERUM	3,644,529
SLEEP REFORM	4,426,378
REPLENICELL	2,101,666
RESURGENCE	2,722,180
RESURGENCE	3,558,622
SERIOUS TOOLS FOR THE PERFECT SHAVE	3,684,388
SUN UNDONE	2,931,047
TECHNOCEUTICALS	4,620,302
THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY DR.	4,020,302
MURAD M EST, 1989 & Design	3,861,450
THE SCIENCE OF CELLULAR WATER	
THE WATER PRINCIPLE	2,987,836 4,035,339
TIME CAPSULE	
TRANSFORMING POWDER	4,682,914
TRANSFORMING SKINCARE	3,636,576
TRAVEL ESSENTIALS	2,259,555
UNIVERSITY FOR INCLUSIVE HEALTH	4,143,666
UPDATE YOUR STATUS TO CLEAR	4,611,294
VITALIC	3,038,727
WET SUIT	2,151,037
WET SUIT	2,762,753
WHERE SKINCARE MEETS HEALTHCARE	2,870,343
WHITE BRILLIANCE	3,819,248
YOUTH BUILDER	2,086,538
YOUTH BUILDER	4,697,038
DAY REFORM TREATMENT	2,949,296
M MURAD	1,830,098
RAPID EXFOLIATOR	1,695,589

1318756-v3\NYCDMS

Pending Marks

I Chame Ivanto	
Mark	App. No. / Serial No.
INVISIBLUR PERFECTING SHIELD	86/286,112
MURAD BETTER EVERY DAY	86/451,795
CITY SHIELD	86/478,634
WATER VEIL	86/478,642
MOISTURE VEIL	86/498,349
SHADE AMERICA	86/526,509
RAPID COLLAGEN INFUSION	86/528,264
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	86/654,761
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE EST 1989	86/623,136
INSTAMATTE 2-IN-1 CLEANSING MASK	86/752,386
MATTEFFECT BLOTTING SPRAY	86/752,396

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Corrective Assignment of Trademarks in the name of Murad, Inc.)))) Assignment Recordation Branch)))
)

DECLARATION OF UNILEVER N.V.

Unilever N.V. declares and state the following:

- Unilever N.V. is a naamloze vennootschap incorporated under the laws of the Netherlands having an address at Weena 455, 3013AL Rotterdam, The Netherlands.
- Unilever N.V. and Murad, Inc. entered into an Asset Purchase Agreement dated July 1, 2015 (the "Agreement") whereby all right, title and interest to Murad, Inc.'s U.S. trademark applications and registrations as listed in <u>Schedule A</u> were transferred to Unilever N.V.
- 3. On October 16, 2015, Unilever N.V. discovered that the trademarks Unilever N.V. acquired from Murad, Inc., pursuant to the Agreement, were erroneously transferred by Murad, Inc. to Murad, LLC in an assignment (the "Assignment") executed on September 21, 2015 by Richard Murad, General Manager of Murad, Inc., and recorded on October 8, 2015 with the USPTO by Michael A. Painter, former counsel for Murad, Inc.
- 4. Since Murad, Inc. no longer held title to the trademarks at issue on September 21, 2015, the date that the Assignment from Murad, Inc. to Murad, LLC was executed, the Assignment is null and void.
- 5. We are hereby filing a corrective assignment. Please see the attached Assignment of Trademarks duly executed by Murad, Inc. and Unilever.

UNILEVER

By:

Name: Joseph Sullivan

Title: Duly Authorised

Dated November 13, 2015

1318785-v3\NYCDM\$

Schedule A

Re	egiste	red I	M	ar	ks

Mark	Reg. No. / Serial No.
A CLEAR YOU CAN FEEL	4,269,682
ABSOLUTE BRONZING BOOST	4,143,999
ACNE COMPLEX	3,238,652
ACNE. WHAT ACNE?	3,603,706
ACTIVE RADIANCE	3,723,449
ADVANCED PERFORMANCE COMPLEX	2,882,499
AGE-DIFFUSING SERUM	4,587,267
AGE LIFTING BOOSTER	4,269,519
AGE REFORM	3,307,910
A SENSE OF SELF	1,626,577
BARE FRUIT	3,096,207
BEARD SOFTENING COMPLEX	3,238,449
BEGGING FOR BALANCE	3,894,032
BETTER EVERY DAY	4,280,771
THE CELLULAR WATER PRINCIPLE	3,366,333
CITY SKIN	2,949,371
CITY SKIN	3,064,056
CLEAN SCENE	3,986,620
CLEARCAM	4,625,071
	3,894,031
CRAVING FOR CLEAN	3,881,598
CRAZY FOR CLEAR	3,344,790
CULTURAL STRESS	3,240,805
DAILY CELL STRENGTHENER	2,388,204
DAILY RENEWAL COMPLEX	2,801,222
DAILY RENEWAL COMPLEX	3,042,290
DAY REFORM	3,878,125
DOWN FOR DEFENSE	3,644,495
DURIAN CELL REFORM	3,958,803
EAT YOUR WATER	3,644,697
ENVIRONMENTAL DEFENSE	2,752,357
ENVIRONMENTAL SHIELD	2,752,557
ESSENTIAL-C	4,210,454
EYE LUSCIOUS	
GAGA FOR GLOW	4,003,324
GET CLEAR. LIVE CLEAR.	3,951,621
FACE DEFENSE	3,340,583
FIRM FACTOR	3,291,313
HYBRID	3,050,188
HYBRIDS	3,867,732
HYBRIDS	3,946,109
HYDRO-DYNAMIC	4,003,040
IMMUNO-SKIN COMPLEX	3,661,461
INCLUSIVE AGE	3,684,389
INCLUSIVE HEALTH	3,207,281
INCLUSIVE HEALTH CENTER	3,352,932
INCLUSIVE HEALTH SPA	3,826,231
INFUSION FACTOR	3,431,736
IP 5	3,693,455
INTENSE PEEL 5	3,693,456
INTENSIVE C	3,966,690
INTENSIVE WRINKLE REDUCER	3,231,735
INTERNAL SKINCARE	2,035,508

Mark	Reg. No. / Serial No.
JUMPING FOR JUICY	3,881,599
KOMBUCHA COLLAGEN DEFENSE	3,958,821
LIFE CAN BE COMPLICATED, SKINCARE SHOULDN'T BE	4,122,341
LIGHTEN AND BRIGHTEN	4,026,180
LINE TAMER	4,222,916
M (Stylized)	2,481,451
MURAD	2,062,211
M MURAD	2,254,716
M MURAD	3,845,187
M MURAD	3,845,201
MIHI	4,077,682
MURASOL	4,223,088
NIGHT REFORM	2,993,839
OPTIMAL HEALTH FORMULA	2,195,515
OPTIMAL HEALTH	2,756,454
PERFECTING SERUM	2,148,418
PERFECTING SERUM	3,798,129
POMPHENOL	2,693,274
PORE REFORM	4,468,959
PURE SKIN	2,252,580
RAPID EXFOLIATOR	3,367,499
RAZOR BURN RESCUE	3,319,154
REPAIR ENHANCING MATRIX	3,710,683
SENSITIVE SKIN SOOTHING SERUM	3,443,224
SLEEP REFORM	3,644,529
	4,426,378
REPLENICELL RESURGENCE	2,101,666
RESURGENCE	2,722,180
RESURGENCE	3,558,622
SERIOUS TOOLS FOR THE PERFECT SHAVE SUN UNDONE	3,684,388
SUN UNDONE	2,931,047
TECHNOCEUTICALS	4,620,302
THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY DR.	1,020,002
MURAD M EST. 1989 & Design	3,861,450
THE SCIENCE OF CELLULAR WATER	2,987,836
THE WATER PRINCIPLE	4,035,339
TIME CAPSULE	4,682,914
TRANSFORMING POWDER	3,636,576
TRANSFORMING SKINCARE	2,259,555
TRAVEL ESSENTIALS	4,143,666
UNIVERSITY FOR INCLUSIVE HEALTH	4,611,294
UPDATE YOUR STATUS TO CLEAR	3,038,727
VITALIC	2,151,037
WET SUIT	2,762,753
WET SUIT	2,870,343
WHERE SKINCARE MEETS HEALTHCARE	3,819,248
WHITE BRILLIANCE	2,086,538
YOUTH BUILDER	4,697,038
YOUTH BUILDER	2,949,296
DAY REFORM TREATMENT	1,830,098
M MURAD	1,695,589
RAPID EXFOLIATOR	1,090,009

Pending Marks

1 Oliging Titaling	Tollows Titunes	
Mark	App. No. / Serial No.	
INVISIBLUR PERFECTING SHIELD	86/286,112	
MURAD BETTER EVERY DAY	86/451,795	
CITY SHIELD	86/478,634	
WATER VEIL	86/478,642	
MOISTURE VEIL	86/498,349	
SHADE AMERICA	86/526,509	
RAPID COLLAGEN INFUSION	86/528,264	
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	86/654,761	
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE EST 1989	86/623,136	
INSTAMATTE 2-IN-1 CLEANSING MASK	86/752,386	
MATTEFFECT BLOTTING SPRAY	86/752,396	

ASSIGNMENT OF TRADEMARKS

The undersigned, MURAD, INC., a corporation incorporated under the laws of the state of California having an address at 2121 Park Place, 1st Floor, El Segundo, CA 90245 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from UNILEVER N.V., a naamloze vennootschap incorporated under the laws of the Netherlands having an address at Weena 455, 3013AL Rotterdam, The Netherlands ("Assignee"), and pursuant to a certain Asset Purchase Agreement entered into as of July 1, 2015 by and between MURAD, INC. on the one hand, and UNILEVER N.V. on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on <u>Exhibit A</u> hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").

Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

MURAD, INC.	UNILEVER N.V.
By: Mand m	By:
Name: Howard Murad	Name:
Title: Founder	Title:

29-v1\

- I -

ASSIGNMENT OF TRADEMARKS

The undersigned, MURAD, INC., a corporation incorporated under the laws of the state of California having an address at 2121 Park Place, 1st Floor, El Segundo, CA 90245 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from UNILEVER N.V., a naamloze vennootschap incorporated under the laws of the Netherlands having an address at Weena 455, 3013AL Rotterdam, The Netherlands ("Assignee"), and pursuant to a certain Asset Purchase Agreement entered into as of July 1, 2015 by and between MURAD, INC. on the one hand, and UNILEVER N.V. on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on <u>Exhibit A</u> hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").

Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

MURAD, INC.	UNILEVER N.V.	11
By: Name: Title:	By: Name: Title:	Joseph Sullivan Duly Authorized

-1-

29-v1\

EXHIBIT A

× .			•
Regis	tered	1./1/2	ırve
IXO E I C	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1010	uro

Registered Ma Mark	Reg. No. / Serial No.
A CLEAR YOU CAN FEEL	4,269,682
ABSOLUTE BRONZING BOOST	4,143,999
ACNE COMPLEX	3,238,652
ACNE, WHAT ACNE?	3,603,706
ACTIVE RADIANCE	3,723,449
ADVANCED PERFORMANCE COMPLEX	2,882,499
AGE-DIFFUSING SERUM	4,587,267
AGE LIFTING BOOSTER	4,269,519
AGE REFORM	3,307,910
A SENSE OF SELF	1,626,577
BARE FRUIT	3,096,207
BEARD SOFTENING COMPLEX	3,238,449
BEGGING FOR BALANCE	3,894,032
	4,280,771
BETTER EVERY DAY	3,366,333
THE CELLULAR WATER PRINCIPLE	2,949,371
CITY SKIN	3,064,056
CITY SKIN	3,986,620
CLEAN SCENE	
CLEARCAM	4,625,071
CRAVING FOR CLEAN	3,894,031
CRAZY FOR CLEAR	3,881,598
CULTURAL STRESS	3,344,790
DAILY CELL STRENGTHENER	3,240,805
DAILY RENEWAL COMPLEX	2,388,204
DAILY RENEWAL COMPLEX	2,801,222
DAY REFORM	3,042,290
DOWN FOR DEFENSE	3,878,125
DURIAN CELL REFORM	3,644,495
EAT YOUR WATER	3,958,803
ENVIRONMENTAL DEFENSE	3,644,697
ENVIRONMENTAL SHIELD	2,752,357
ESSENTIAL-C	2,754,262
EYE LUSCIOUS	4,210,454
GAGA FOR GLOW	4,003,324
GET CLEAR, LIVE CLEAR.	3,951,621
FACE DEFENSE	3,340,583
FIRM FACTOR	3,291,313
HYBRID	3,050,188
HYBRIDS	3,867,732
HYBRIDS	3,946,109
HYDRO-DYNAMIC	4,003,040
	3,661,461
IMMUNO-SKIN COMPLEX	3,684,389
INCLUSIVE AGE	3,207,281
INCLUSIVE HEALTH	3,352,932
INCLUSIVE HEALTH CENTER	3,826,231
INCLUSIVE HEALTH SPA	3,431,736
INFUSION FACTOR	
IP 5	3,693,455
INTENSE PEEL 5	3,693,456
INTENSIVE C	3,966,690
INTENSIVE WRINKLE REDUCER	3,231,735
INTERNAL SKINCARE	2,035,508

Mark	Reg. No. / Serial No.
JUMPING FOR JUICY	3,881,599
KOMBUCHA COLLAGEN DEFENSE	3,958,821
IFE CAN BE COMPLICATED, SKINCARE SHOULDN'T BE	4,122,341
LIGHTEN AND BRIGHTEN	4,026,180
LINE TAMER	4,222,916
M (Stylized)	2,481,451
MURAD	2,062,211
M MURAD	2,254,716
M MURAD	3,845,187
M MURAD	3,845,201
MIHI	4,077,682
MURASOL	4,223,088
NIGHT REFORM	2,993,839
OPTIMAL HEALTH FORMULA	2,195,515
OPTIMAL HEALTH	2,756,454
PERFECTING SERUM	2.148.418
	3,798,129
PERFECTING SERUM	2,693,274
POMPHENOL	4,468,959
PORE REFORM	2,252,580
PURE SKIN	3,367,499
RAPID EXFOLIATOR	3,319,154
RAZOR BURN RESCUE	3,710,683
REPAIR ENHANCING MATRIX	3,443,224
SENSITIVE SKIN SOOTHING SERUM	3,443,224
SLEEP REFORM	
REPLENICELL	4,426,378
RESURGENCE	2,101,666
RESURGENCE	2,722,180
SERIOUS TOOLS FOR THE PERFECT SHAVE	3,558,622
SUN UNDONE	3,684,388
TECHNOCEUTICALS	2,931,047
THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY DR	4,620,302
MURAD M EST, 1989 & Design	
THE SCIENCE OF CELLULAR WATER	3,861,450
THE WATER PRINCIPLE	2,987,836
TIME CAPSULE	4,035,339
TRANSFORMING POWDER	4,682,914
TRANSFORMING SKINCARE	3,636,576
TRAVEL ESSENTIALS	2,259,555
UNIVERSITY FOR INCLUSIVE HEALTH	4,143,666
UPDATE YOUR STATUS TO CLEAR	4,611,294
VITALIC	3,038,727
WETSUIT	2,151,037
WET SUIT	2,762,753
WHERE SKINCARE MEETS HEALTHCARE	2,870,343
WHITE BRILLIANCE	3,819,248
YOUTH BUILDER	2,086,538
YOUTH BUILDER	4,697,038
DAY REFORM TREATMENT	2,949,296
M MURAD	1,830,098
RAPID EXFOLIATOR	1,695,589

Pending Marks

Mark	App. No. / Serial No.
INVISIBLUR PERFECTING SHIELD	86/286,112
MURAD BETTER EVERY DAY	86/451,795
CITY SHIELD	86/478,634
WATER VEIL	86/478,642
MOISTURE VEIL	86/498,349
SHADE AMERICA	86/526,509
RAPID COLLAGEN INFUSION	86/528,264
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	86/654,761
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE EST 1989	86/623,136
INSTAMATTE 2-IN-1 CLEANSING MASK	86/752,386
MATTEFFECT BLOTTING SPRAY	86/752,396

29-v1\

ASSIGNMENT

WHEREAS, MURAD, INC., of 2121 Park Place, First Floor, El Segundo,
California 90245, is a corporation organized under the laws of the State of California
("Assignor"), has adopted, used, and/or applied for the trademarks set fort in Schedule A hereto;

WHEREAS, MURAD, LLC, of 2121 Park Place, First Floor, El Segundo, California 90245, is a limited liability company organized under the laws of the State of Delaware, ("Assignee"), is desirous of acquiring said marks, applications and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MURAD, INC. does hereby assign unto the said MURAD, LLC, all rights, title and interest in and to the said marks, applications and registrations, together with the good will of the business symbolized by the marks.

MURAD, INC.

By:

Richard S. Murad General Manager

Dated: 9/21/15

-1-

MAP-TM-8119

RECORDED: 11/13/2015

TRADEMARK
REEL: 005641 FRAME: 0138

EEL: 005641 FRAME: 01 TRADEMARK