

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Brand Factory Pty Ltd		01/11/2010	CORPORATION: AUSTRALIA
RECEIVING PARTY DATA			
Name:	The Brand Factory Pty Limited as trustee for The Brand Factory Trust		
Street Address:	GPO Box 2169		
City:	Sydney, New South Wales		
State/Country:	AUSTRALIA		
Postal Code:	2000		
Entity Type:	CORPORATION: AUSTRALIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77831619	SKIN PHYSICS PHOTON	
Serial Number:	77633656	SKIN PHYSICS	
Serial Number:	77806563	CELLUGEN	
Registration Number:	3691130	OPTICEUTICALS	
CORRESPONDENCE DATA			
Fax Number:	(202)659-0441		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	0028073		
DOMESTIC REPRESENTATIVE			

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**TRADEMARK
 REEL: 004129 FRAME: 0323**

Name: M. Scott Alprin
Address Line 1: Alprin Law Offices, 1260 21st Street, NW
Address Line 2: Suite 702
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:	M. Scott Alprin
Signature:	/M. Scott Alprin/
Date:	01/11/2010

Total Attachments: 3

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Trademark Assignment

Whereas, **The Brand Factory Pty Ltd**, hereinafter ASSIGNOR, a corporation incorporated in Australia, is the owner of the full right, title and interest in, to and under the trademarks associated with the following United States trademark registrations and applications:

- **U.S. Trademark Application Ser. No. 77831619** for **SKIN PHYSICS PHOTON**, for "Light emitting devices, namely lamps and LED devices for treatment of a variety of skin conditions; light emitting diodes; lasers, not for medical purposes; laser instruments other than for medical use; laser light transmitting instruments other than for medical use; laser light treatment instruments other than for medical use; lasers capable of producing pulsating laser beams, other than for medical use; LED and HID light controls; lighting control panels; protective clothing; protective work gloves; protective eye wear; and instructional materials sold together as a unit with the aforesaid goods," **in Class 9**, and "Light emitting medical devices, namely, lamps and LED devices for treatment of a variety of skin conditions; light emitting diodes for medical use; laser instruments for medical use; laser light transmitting instruments for medical use; laser light treatment instruments for medical use; lasers capable of producing pulsating laser beams for medical use; lasers for beauty therapy; lasers for cosmetic purposes; lasers for skin treatment; lasers for dental purposes; and instructional materials sold together as a unit with the aforesaid goods," **in Class 10**;
- **U.S. Trademark Reg. No. 3691130** for **OPTICEUTICALS**, for "Cosmetics; cosmetic preparations; cosmetic creams, lotions, balms, gels, moisturisers, soaps and powders; non medicated acne creams; anti aging creams; skin whitening creams; non-medicated skin irritation creams; non medicated skin protective creams; non medicated skin conditioning creams; non medicated skin soothing creams; non medicated creams for the lips; depilatory creams; non medicated skin care preparations; non medicated skin care creams, oils, lotions, balms, gels, soaps and powders; exfoliants for use on the face, body and skin; cosmetic sprays for use on the body; essential oils; perfumery; detergents for the skin; soaps; hair care preparations; shampoos and conditioners for use on the hair; non medicated preparations for the care of the teeth; dentifrices; and instructional materials sold together as a unit with the aforesaid goods," **in Class 3**, "Lasers, not for medical purposes; laser instruments other than for medical use; laser light transmitting instruments other than for medical use; laser light treatment instruments other than for medical use; lasers capable of producing pulsating laser beams, other than for medical use; LED and HID light controls; lighting control panels; light emitting diodes; protective clothing; protective work gloves; protective eye wear; and instructional materials sold together as a unit with the aforesaid goods," **in Class 9**, and "Light emitting medical devices, namely, lamps and LED devices for treatment of a variety of skin conditions; laser instruments for medical use; laser light transmitting instruments for medical use; laser light treatment instruments for medical use; lasers capable of producing pulsating laser beams for medical use; lasers for beauty therapy; lasers for cosmetic purposes; lasers for skin treatment; lasers for dental purposes; and instructional materials sold together as a unit with the aforesaid goods," **in Class 10**;
- **U.S. Application Ser. No. 77633656** for **SKIN PHYSICS**, for "Cosmetics; cosmetic preparations; cosmetic creams, lotions, balms, gels, moisturisers, soaps and powders; non-medicated dermatological creams; non-medicated acne creams; anti-aging creams; skin whitening creams; non-medicated skin irritation creams; non-medicated protective

- skin creams; non-medicated conditioning skin creams; soothing skin creams; non-medicated creams for the lips; depilatory creams; non-medicated skin care preparations; non-medicated skin care creams, oils, lotions, balms, gels, soaps and powders; exfoliate skin creams; cosmetic sprays for use on the body; essential oils; perfumery; detergents for the skin; soaps; hair care preparations; shampoos and conditioners for use on the hair; non-medicated preparations for the care of the teeth; dentifrices; including instructional materials sold together with the aforesaid goods," **in Class 3**, "Lasers, not for medical purposes; laser instruments other than for medical use; laser light transmitting instruments other than for medical use; laser light treatment instruments other than for medical use; lasers capable of producing pulsating laser beams, other than for medical use; LED and HID light controls; lighting control panels; light emitting diodes; protective clothing; protective work gloves; protective eye wear; and instructional materials sold together as a unit with the aforesaid goods," **in Class 9**, and "Light emitting medical devices, namely, lamps and LED devices for treatment of a variety of skin conditions; laser instruments for medical use; laser light transmitting instruments for medical use; laser light treatment instruments for medical use; lasers capable of producing pulsating laser beams for medical use; lasers for beauty therapy; lasers for cosmetic purposes; lasers for skin treatment; lasers for dental purposes; and instructional materials sold together as a unit with the aforesaid goods," **in Class 10**; and
- **U.S. Application Ser. No. 77806563 for CELLUGEN**, for "Cosmetics; cosmetic preparations; cosmetic creams, lotions, balms, gels, moisturisers, soaps and powders; non-medicated dermatological creams; non-medicated acne creams; anti-ageing creams; skin whitening creams; skin irritation creams; protective creams; conditioning creams; soothing creams; non-medicated creams for the lips; depilatory creams; skin care preparations; skin care creams, oils, lotions, balms, gels, soaps and powders; exfoliants; cosmetic sprays for use on the body; essential oils; perfumery; detergents for the skin; soaps; hair care preparations; shampoos and conditioners for use on the hair; non-medicated preparations for the care of the teeth; dentifrices; including instructional materials sold together with the aforesaid goods and accessories for all the aforesaid goods allowed in this class," **in Class 3**, and "Pharmaceuticals; pharmaceutical preparations; pharmaceutical creams; pharmaceutical lotions; skin care preparations; skin care creams; skin care lotions; dermatological preparations; dermatological creams; dermatological lotions; medicated creams; medicated lotions; medicated protective creams; medicated creams for soothing the skin; pain relieving creams; therapeutic creams; medicated balms; medicated body care preparations; acne creams; moisturising creams; moisturising lotions; anti solar ultraviolet radiation protective preparations; sun blocking preparations for medical use; sun blocking creams for medical use; sun blocking lotions for medical use; sun blocking lipsticks for medical use; antifungal preparations; anti-irritants; dietary preparations for weight reduction; dietetic substances for medical use; vitamin and mineral dietary supplements; nutritional supplements; stimulants for medical purposes; including instructional materials sold together with the aforesaid goods and accessories for all the aforesaid goods allowed in this class," **in Class 5**.


Whereas, **The Brand Factory Pty Limited as trustee for The Brand Factory Trust**, hereinafter referred to as ASSIGNEE, a corporation having an address of GPO Box 2169, SYDNEY New South Wales 2000, AUSTRALIA, is desirous of acquiring the said trademarks and the said U.S. applications and registrations therefor;

Now, therefore, to all whom it may concern: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified applications and registrations therefor.

The ASSIGNEE and ASSIGNOR acknowledge that the specific identifications of goods for the said applications may be amended during examination of the same at the United States Patent and Trademark Office (USPTO), with no effect on the validity of the transfer represented herein.

Should any unexpected obstacle arise, the ASSIGNEE agrees to execute any subsequent documents required by the USPTO to achieve the objectives of this assignment document.

Date: 11/1/2010


Name: Robert Jarama
Title: Executive Director
The Brand Factory Pty Ltd