

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Anita Dr. Helbig GmbH		02/25/2013	LIMITED LIABILITY COMPANY : GERMANY CORPORATION

RECEIVING PARTY DATA

Name:	Anita Dr. Helbig GmbH
Street Address:	Endach 40
City:	6330 Kufstein
State/Country:	AUSTRIA
Entity Type:	LIMITED LIABILITY COMPANY: AUSTRIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1853129	ANITA

CORRESPONDENCE DATA

Fax Number: 2022937860
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 2022937060
 Email: tm@sughrue.com, groth@sughrue.com
 Correspondent Name: GABRIELLE S. ROTH/SUGHRUE MION, PLLC
 Address Line 1: 2100 PENNSYLVANIA AVENUE, N.W.
 Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER:	S0820022
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DOMESTIC REPRESENTATIVE

Name: GABRIELLE S. ROTH/SUGHRUE MION, PLLC
 Address Line 1: 2100 PENNSYLVANIA AVENUE, N.W.
 Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20037

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NAME OF SUBMITTER:	Gabrielle S. Roth
Signature:	/Gabrielle S. Roth/
Date:	02/26/2013
Total Attachments: 2 source=S0820022 assgnmnt dec#page1.tif source=S0820022 assgnmnt dec#page2.tif	

U.S. TRADEMARK ASSIGNMENT

WHEREAS, Anita Dr. Helbig GmbH, a corporation of Germany, having offices at Grafenstrasse 23, Brannenburg 83098, Germany ("Assignor"), owns all right, title and interest in the trademarks identified in Schedule A (the "Mark") together with the goodwill of the business symbolized by the Mark; and

WHEREAS, Anita Dr. Helbig GmbH, a limited liability company of Austria, having an office at Endach 40, 6330 Kufstein, Austria ("Assignee") desires to acquire the Mark together with the goodwill of the business symbolized by the Mark, witnesseth:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to the Assignee, its lawful successors and assigns, Assignor's entire right, title and interest in and to the Mark set forth in Schedule A hereto, and all registrations and applications for registration of the Mark, together with the goodwill of the business symbolized by the Mark, and all other rights which Assignor has enjoyed thereunder, in the United States, including any and all rights of recovery based on past infringement of said Mark, the same to be held and enjoyed by the Assignee, its successors and assigns, forever and to the full end of the terms for which the aforesaid Mark is registered and any renewals of the terms thereof.

ASSIGNOR:

ANITA DR. HELBIG GMBH (Germany)

By: [Signature]

Name:
Title: CEO

Date: Feb. 25, 2013

ASSIGNEE:

ANITA DR. HELBIG GMBH (Austria)

By: [Signature]

Name:
Title: CEO

Date: Feb. 25, 2013

SCHEDULE A

<u>Country</u>	<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
United States	ANITA	74/250756	Feb. 28, 1992	1853129	Sept. 6, 1994