

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
Manuel Antonio Martinez Carballo		09/13/2013	INDIVIDUAL: MEXICO
RECEIVING PARTY DATA			
Name:	Suave y FÁcil, S.A. de C.V.		
Street Address:	Escape No. 10		
Internal Address:	Col. Fraccionamiento Industrial Alce Blanco		
City:	Naucalpan		
State/Country:	MEXICO		
Postal Code:	53370		
Entity Type:	CORPORATION: MEXICO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2690392	CRE-C	
Registration Number:	3820818	CRE-C	
Registration Number:	4156934	SHAMPOO CRE-C FEM	
Registration Number:	4315513	SHAMPOO CRE-C MAX!	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202 663-7271		
Email:	thomas.brooke@hklaw.com, ptdocketing@hklaw.com		
Correspondent Name:	Thomas W. Brooke, Holland & Knight LLP		
Address Line 1:	800 17th Street, NW		
Address Line 2:	Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	136085/1		

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DOMESTIC REPRESENTATIVE

Name: Thomas W. Brooke, Holland & Knight LLP
Address Line 1: 800 17th Street, NW
Address Line 2: Suite 1100
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

NAME OF SUBMITTER:	Thomas W. Brooke
Signature:	/Thomas W. Brooke/
Date:	09/19/2013
Total Attachments: 2 source=Cre-C - Trademark Assignment#page1.tif source=Cre-C - Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Manuel Antonio Martínez Carballo (hereinafter "Assignor"), is the owner of the U.S. Trademark Registrations for the mark CRE-C alone and in other formats listed on Schedule A ("Trademarks");

WHEREAS, Suave y Fácil, S.A. de C.V., a Mexican company, with an address of Escape No. 10, Col. Fraccionamiento Industrial Alce Blanco, Naucalpan 53370, México (hereinafter "Assignee") wishes to acquire all of Assignor's right, title, interest and the goodwill of the business symbolized by the aforementioned Trademarks;

WHEREAS, the Parties have agreed that Assignor will transfer the Trademarks listed on Schedule A to Assignee along with all right, title, interest, and the goodwill of the business symbolized by the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and conveys over to Assignee, effective upon execution, the entire right, title and interest, and the goodwill of the business symbolized by the Trademark CRE-C and corresponding U.S. Trademark Registration to be held and enjoyed by the Assignee, its successors, assigns and other legal representatives. This assignment shall be binding upon the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

Assignor

Manuel Antonio Martínez Carballo

Date:

Assignee

Suave y Fácil, S.A. de C.V.

By:

LUIS EPSTEIN

Date:

SCHEDULE A

Reg. No. 2,690,392

CRE-C & Design

Reg. No. 3,820,818

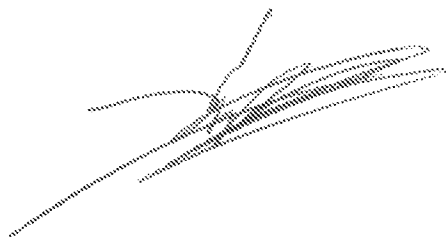
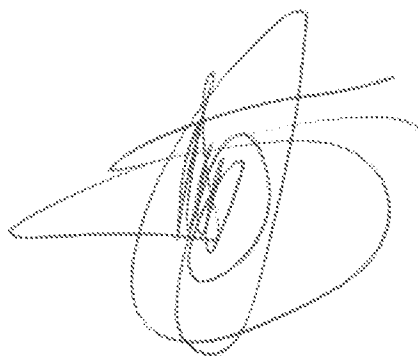
CRE-C & Design

Reg. No. 4,156,934

SHAMPOO CRE-C FEM & Design

Reg. No. 4,315,513

SHAMPOO CRE-C MAX! & Design



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