

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
Applica Consumer Products, Inc.		05/01/2007	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Helen of Troy Limited
Street Address:	13 8th Avenue, Belleville
Internal Address:	P.O. Box 836E
City:	St. Michael
State/Country:	BARBADOS
Entity Type:	CORPORATION: BARBADOS

PROPERTY NUMBERS Total: 122

Property Type	Number	Word Mark
Serial Number:	73140183	SETTING PRETTY
Serial Number:	73151176	ALLCURL TRIO
Serial Number:	73308548	COMARE
Serial Number:	73290056	SILENT DRYER
Serial Number:	73366840	PRO TOUCH
Serial Number:	73402590	GOLD 'N HOT
Serial Number:	73444861	PRO TOUCH
Serial Number:	73498127	GOLD'N HOT
Serial Number:	73605284	SOLID GOLD
Serial Number:	73592984	SIZZLE
Serial Number:	73637900	SOLID GOLD
Serial Number:	73616971	PROFILES
Serial Number:	73612007	QUICK HEAT
Serial Number:	73649295	BANANA SPLIT

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Serial Number:	73649298	DOUBLE DECKER
Serial Number:	73687333	SALON DESIGNS
Serial Number:	73687334	PREMIERE
Serial Number:	73687335	GOLDEN TOUCH
Serial Number:	73691832	CURLY TOP
Serial Number:	73686230	PRO STAR
Serial Number:	73649187	HOT SILVER
Serial Number:	73687288	SALON MATE
Serial Number:	73649188	SENSI FOIL
Serial Number:	73710290	SUPERDUCK
Serial Number:	73649294	BELSON
Serial Number:	73749346	TAKUMI
Serial Number:	73756176	SHEAR TECHNOLOGY
Serial Number:	73756177	SHEAR TECH
Serial Number:	73761008	SALON MATE
Serial Number:	73792349	CURLMASTER
Serial Number:	73770711	ELAN
Serial Number:	73818046	PREMIERE
Serial Number:	73822529	VIP PRO
Serial Number:	74045460	MARKY
Serial Number:	74045462	MARK II
Serial Number:	73822534	BELSON
Serial Number:	74049014	MARK V
Serial Number:	74038875	SHEAR TECHNOLOGY
Serial Number:	74062312	GOLD'N HOT
Serial Number:	74016589	BELSON
Serial Number:	74129632	PREMIERE
Serial Number:	74086620	CURLMASTER
Serial Number:	74090131	PROTOUCH
Serial Number:	74252058	YOSAN
Serial Number:	74253634	MTR
Serial Number:	74198936	BUMPER
Serial Number:	74289932	PRO TOUCH
Serial Number:	74202287	CURLMASTER
Serial Number:	74275032	SOLID GOLD

Serial Number:	74287834	BELSON
Serial Number:	74287833	GOLD'N HOT
Serial Number:	74320885	BELSON
Serial Number:	74320890	GOLD'N HOT
Serial Number:	74376943	MULTI-TEMP
Serial Number:	74340930	PROFILES
Serial Number:	74338225	CURLMASTER
Serial Number:	74361683	BELSON
Serial Number:	74385954	BELSON PRO
Serial Number:	74453125	JET BONNET
Serial Number:	74455271	BELSON
Serial Number:	74595526	GOLD 'N HOT
Serial Number:	74595528	BELSON
Serial Number:	74453086	GOLD'N HOT
Serial Number:	74539565	HMS
Serial Number:	74541189	TOYO
Serial Number:	74682955	STRAIGHT'N CURL
Serial Number:	75144236	BORA BORA
Serial Number:	75126843	PROFILES
Serial Number:	75127049	BELSON
Serial Number:	75357268	ULTRA-TECH
Serial Number:	75343025	BELSON
Serial Number:	75610617	BACTI-BAN
Serial Number:	75711284	VARI-FLOW
Serial Number:	75796542	BELSON
Serial Number:	75668964	QUICK GRIP
Serial Number:	75679436	SPIN 'N ROLL
Serial Number:	76010351	SILVER BULLET
Serial Number:	75896037	EXPERTIZ
Serial Number:	76073099	BLUE POWER
Serial Number:	76106608	GOLD 'N HOT
Serial Number:	76069034	BLUE DIAMOND
Serial Number:	75777953	PRO TOUCH
Serial Number:	76124128	BLUE DIAMOND
Serial Number:	78044523	BLACK PEARL

Serial Number:	78021480	ULTRA TECH
Serial Number:	75796541	PROFILES
Serial Number:	78083989	ZONGAI
Serial Number:	76077243	MEGA HOT
Serial Number:	75574690	BELSON
Serial Number:	78090092	ELANTRA
Serial Number:	78129136	FIRENZE
Serial Number:	78146109	CHROMFX
Serial Number:	78262680	ULTRA TECH
Serial Number:	78147138	TUXEDO
Serial Number:	78177878	ZEN
Serial Number:	78231256	ELANTRA GOLD
Serial Number:	78369994	SOLID GOLD
Serial Number:	78328194	BELSON
Serial Number:	78369946	PREMIERE
Serial Number:	78369998	MEGA HOT
Serial Number:	78500511	GRIPPERS
Serial Number:	78558860	CERAMIC THERMAL DOMES
Serial Number:	78472305	ERGO STRAIGHT
Serial Number:	78499630	YORKSHIRE
Serial Number:	78510393	MARDI GRAS
Serial Number:	78500630	PROFILES SPA
Serial Number:	78754410	PROFILES SPA
Serial Number:	78684935	COMFORT GRIP
Serial Number:	78771228	CURLMASTER
Serial Number:	78787478	ACCUSILVER
Serial Number:	78683509	COMARE FRESCO COLLECTION
Serial Number:	78437040	MILANO
Serial Number:	78847044	SALON CREATIONS
Serial Number:	78812446	WHITE SAND
Serial Number:	78978467	ACCUSILVER
Serial Number:	78685330	COMFORT GRIP
Serial Number:	77132930	HOT 'N READY
Serial Number:	78952022	MASTER PROFESSIONAL
Serial Number:	77040210	SUGAR COATED

Serial Number:	78861837	VIBRASTYLE
Serial Number:	78509347	MIDGI
Serial Number:	75574692	GOLD 'N HOT

CORRESPONDENCE DATA

Fax Number: (915)225-8081
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: wbass@hotus.com
Correspondent Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

DOMESTIC REPRESENTATIVE

Name: William J Bass
Address Line 1: 1 Helen of Troy Plaza
Address Line 4: El Paso, TEXAS 79912

NAME OF SUBMITTER:	William J Bass
Signature:	/WJB/
Date:	05/21/2007

Total Attachments: 4
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TRADEMARK ASSIGNMENT

WHEREAS, Applica Consumer Products, Inc., a Florida corporation, having offices at 3633 Flamingo Road, Miramar, Florida 33027 (hereinafter "ASSIGNOR") is the owner of the U.S. trademark registrations and applications (the "Trademarks") listed on Exhibit "A" attached hereto; and

WHEREAS, Helen of Troy Limited, a Barbados company, having offices at 13 8th Avenue, Belleville, P.O. Box 836E, St. Michael, Barbados (hereinafter "ASSIGNEE"), is desirous of acquiring said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 1st day of May, 2007

Applica Consumer Products, Inc.

By: *Lisa R. Carstarphen*
Name: Lisa R. Carstarphen
Title: Corporate Secretary

EXHIBIT "A"

Trademark Name	App Number	Reg Number
SETTING PRETTY	73140183	1089633
ALLCURL TRIO	73151176	1107874
COMARE	73308548	1185842
SILENT DRYER	73290056	1206826
PRO TOUCH	73366840	1275995
GOLD 'N HOT	73402590	1283132
PRO TOUCH	73444861	1325508
GOLD 'N HOT	73498127	1366361
SOLID GOLD	73605284	1446078
SIZZLE	73592984	1449374
SOLID GOLD	73637900	1452026
PROFILES	73616971	1456251
QUICK HEAT	73612007	1457036
BANANA SPLIT	73649295	1459261
DOUBLE DECKER	73649298	1459262
SALON DESIGNS	73687333	1488191
PREMIERE	73687334	1488192
GOLDEN TOUCH	73687335	1488268
CURLY TOP	73691832	1488330
PRO STAR	73686230	1490928
HOT SILVER	73649187	1500254
SALON MATE	73687288	1502884
SENSI FOIL	73649188	1513346
SUPERDUCK	73710290	1515288
BELSON	73649294	1532528
TAKUMI	73749346	1537952
SHEAR TECHNOLOGY	73756176	1537956
SHEAR TECH	73756177	1537957
SALON MATE	73761008	1548986
CURLMASTER (Stylized)	73792349	1566958
ELAN	73770711	1578677
PREMIERE	73818046	1597326
VIP PRO	73822529	1613628
MARKY	74045460	1624922
MARK II	74045462	1624923
BELSON	73822534	1631339
MARK V	74049014	1632394
SHEAR TECHNOLOGY	74038875	1638180
GOLD'N HOT	74062312	1643467
BELSON	74016589	1648063
PREMIERE	74129632	1664869
CURLMASTER	74086620	1692623
PROTOUCH	74090131	1698248

EXHIBIT "A"

YOSAN	74252058	1728936
MTR	74253634	1746889
BUMPER	74198936	1763635
PRO TOUCH	74289932	1764253
CURLMASTER	74202287	1769244
SOLID GOLD	74275032	1779696
BELSON	74287834	1796937
GOLD 'N HOT	74287833	1800041
BELSON	74320885	1811596
GOLD 'N HOT	74320890	1813002
MULTI-TEMP	74376943	1832522
PROFILES	74340930	1835921
CURLMASTER	74338225	1850284
BELSON	74361683	1850349
BELSON PRO	74385954	1870243
JET BONNET	74453125	1926367
BELSON	74455271	1926368
GOLD 'N HOT	74595526	1942498
BELSON	74595528	1959930
GOLD 'N HOT	74453086	1960764
HMS	74539565	1971838
TOYO	74541189	1981571
STRAIGHT 'N CURL	74682955	2062026
BORA BORA	75144236	2127837
PROFILES	75126843	2139659
BELSON	75127049	2155509
ULTRA-TECH	75357268	2282044
BELSON	75343025	2327132
BACTI-BAN	75610617	2402724
VARI-FLOW	75711284	2420061
BELSON	75796542	2428963
GOLD 'N HOT	75574692	2446818
QUICK GRIP	75668964	2449851
SPIN 'N ROLL	75679436	2476348
SILVER BULLET	76010351	2493565
EXPERTIZ	75896037	2505451
BLUE POWER	76073099	2530764
GOLD 'N HOT	76106608	2558184
BLUE DIAMOND	76069034	2568289
PRO TOUCH	75777953	2605249
BLUE DIAMOND	76124128	2605603
BLACK PEARL	78044523	2622325
ULTRA TECH	78021480	2626594
PROFILES	75796541	2640145

EXHIBIT "A"

ZONGAI	78083989	2643004
MEGA HOT	76077243	2669791
BELSON	75574690	2672444
ELANTRA	78090092	2722686
FIRENZE	78129136	2771601
CHROMFX	78146109	2803699
ULTRA TECH	78262680	2844945
TUXEDO	78147138	2846528
ZEN	78177878	2856865
ELANTRA GOLD	78231256	2902393
SOLID GOLD	78369994	2923484
BELSON	78328194	2951516
PREMIERE	78369946	2962462
MEGA HOT	78369998	2997266
GRIPPERS	78500511	3031924
CERAMIC THERMAL DOMES	78558860	3088939
ERGO STRAIGHT	78472305	3115154
YORKSHIRE	78499630	3136907
MARDI GRAS	78510393	3140224
PROFILES SPA	78500630	3176052
PROFILES SPA	78754410	3212675
COMFORT GRIP	78684935	3216639
CURLMASTER	78771228	3221919
ACCUSILVER	78787478	
COMARE FRESCO COLLECTION	78683509	
MILANO	78437040	
SALON CREATIONS	78847044	
WHITE SAND	78812446	
ACCUSILVER	78978467	
COMFORT GRIP	78685330	
HOT 'N READY	77132930	
MASTER PROFESSIONAL	78952022	
SUGAR COATED	77040210	
VIBRASTYLE	78861837	
MIDGI	78509347	