

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
Helen of Troy Limited		12/01/2013	CORPORATION: BARBADOS

RECEIVING PARTY DATA

Name:	Kaz Europe Sarl
Street Address:	Place Chauderon 18
City:	Lausanne
State/Country:	SWITZERLAND
Postal Code:	1003
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 66

Property Type	Number	Word Mark
Serial Number:	85920733	MIRACLE THERAPY
Serial Number:	85670775	PERT
Serial Number:	86109742	BRUT
Serial Number:	86109774	BRUT THE ESSENCE OF MAN
Registration Number:	1094831	THE PUMP
Registration Number:	3389511	BRUT
Registration Number:	3279234	IDELLE
Registration Number:	1360024	OGILVIE
Registration Number:	2830156	OGILVIE
Registration Number:	1166031	PRECISELY RIGHT
Registration Number:	3947945	I-23 COMPLEX
Registration Number:	2742594	BEAUTY OF CHOICE
Registration Number:	3971739	BETTER THAN EVER HAIR DAYS
Registration Number:	1189689	PERT

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Registration Number:	0739170	PERT
Registration Number:	1574237	PERT PLUS
Registration Number:	3573689	CLINICAL POWER
Registration Number:	3615915	CRAZY GOOD HAIR, WITHOUT THE CRAZINESS.
Registration Number:	3610237	MOUNTAIN FROST
Registration Number:	3667635	OUTDOOR SPORT
Registration Number:	3676196	RAISE YOUR HAND IF YOU'RE SURE
Registration Number:	3573687	SURE MAX
Registration Number:	3573688	SURE MAX CLINICAL POWER
Registration Number:	1027163	SURE
Registration Number:	0713279	SURE
Registration Number:	2418345	SURE ADVANTAGE
Registration Number:	2998079	VITAPOINTE
Registration Number:	0586661	VITAPOINTE
Registration Number:	1279523	INFUSIUM 23
Registration Number:	1207737	INFUSIUM 23
Registration Number:	1422443	
Registration Number:	1437004	INFUSIUM 23
Registration Number:	1504502	INFUSIUM 23
Registration Number:	3396081	(VOLUM)OLOGIE
Registration Number:	3403185	(FRIZZ)OLOGIE
Registration Number:	3420187	(MOISTUR)OLOGIE
Registration Number:	3455454	(COLOUR)OLOGIE
Registration Number:	3469667	(REPAIR)OLOGIE
Registration Number:	2900613	CONDITION 3-IN-1
Registration Number:	0656715	AMMENS
Registration Number:	1012632	CONDITION
Registration Number:	0865904	FINAL NET
Registration Number:	1589639	FINAL NET
Registration Number:	0333125	VITALIS
Registration Number:	1020875	VITALIS SUPERHOLD
Registration Number:	2961104	VITALIS
Registration Number:	0787281	BRUT
Registration Number:	3092665	
Registration Number:	1236967	

	1255749	BRUT 33
Registration Number:	1818339	TRI-GUARD
Registration Number:	2250166	IT'S ALL PART OF THE GAME
Registration Number:	2423891	TRIMAX
Registration Number:	1919250	BRUT
Registration Number:	0595310	V-7
Registration Number:	3004818	V VITALIS
Registration Number:	3004817	V VITALIS
Registration Number:	3101278	BRUT
Registration Number:	2162229	EPIL-STOP
Registration Number:	1845003	ESSENCE OF MAN
Registration Number:	2362653	TIME BLOCK
Registration Number:	2528434	SKINMILK
Registration Number:	3071609	BRUT
Registration Number:	3110588	BRUT RACING
Registration Number:	3607603	TRI-GUARD
Registration Number:	3184991	BRUT REVOLUTION

CORRESPONDENCE DATA

Fax Number:

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

Phone: 9152258000
 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:	01/31/2014

Total Attachments: 5
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TRADEMARK
REEL: 005205 FRAME: 0733

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TRADEMARK ASSIGNMENT

WHEREAS, Helen of Troy Limited, a corporation organized under the laws of Barbados (“Assignor”), is the owner of the trademarks listed on Exhibit “A” attached hereto (collectively, the “Trademarks”); and

WHEREAS, Kaz Europe Sarl, a company organized under the laws of Switzerland (“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 December, 2013.

Helen of Troy Limited

By: 

Name: William J Bass

Title: Assistant Secretary

Exhibit "A"

US Registrations/Applications

Trademark:	Application #:	Registration #:
Miracle Therapy	85/920,733	
Pert	85/670,775	
Brut (logo)	86/109,742	
Brut The Essence of Man (logo)	86/109,774	
THE PUMP	73/137,418	1,094,831
BRUT	77/061,176	3,389,511
IDELLE	77/063,621	3,279,234
Ogilvie	73524985	1360024
Ogilvie (logo)	78244335	2830156
Precisely Right	73249769	1166031
i-23 Complex	85/136,920	3947945
Beauty of Choice	75902610	2742594
Better Than Ever Hair Days	85/012,731	3971739
Pert	73270262	1189689
Pert		0739170
Pert Plus	73796115	1574237
Clinical Power	77340051	3573689
Crazy Good Hair, Without the Craziness	77584432	3615915
Mountain Frost	77511166	3610237
Outdoor Sport	77511168	3667635
Raise Your Hand if You're Sure	77673060	2676196
Sure Max	77240040	3573687
Sure Max Clinical Power	77340044	3573688
Sure		1027163
Sure (old logo)		0713279
Sure Advantage	75675470	2418345
Vitapointe	78460892	2998079
Vitapointe (logo)	71644153	0586661
INFUSIUM 23	73/410442	1279523
INFUSIUM 23	73/156178	1207737
INFUSIUM (head design)	73570101	1422443
INFUSIUM 23	73597695	1437004
INFUSIUM 23	73/687997	1504502
(VOLUM)OLOGIE	78757376	3396081
(FRIZZ)OLOGIE	78757371	3403185
(MOISTUR)OLOGIE	78757374	3420187
(COLOUR)OLOGIE	78804304	3455454
(REPAIR)OLOGIE	78915722	3469667
CONDITION 3-IN-1	78/145,755	2,900,613
AMMENS	72/014,717	656,715
CONDITION	72/369,578	1,012,632

FINAL NET	72/275,148	865,904
FINAL NET	73/819,480	1,589,639
VITALIS	71/370,866	333,125
VITALIS SUPERHOLD	73/029,510	1,020,875
VITALIS	78/279,760	2,961,104
BRUT	72/185,590	787,281
BRUT Bottle Design	78/583,304	3,092,665
BRUT medallion design	73/313,101	1,236,967
BRUT 33	73/379,281	1,255,749
TRI-GUARD	74/340,514	1,818,339
IT'S ALL PART OF THE GAME	75/258,598	2,250,166
TRIMAX	75/586,483	2,423,891
BRUT	74/565,040	1,919,250
V-7	71/646,200	595,310
V VITALIS (B/W)	76/565,354	3,004,818
V VITALIS (Color)	76/565,353	3,004,817
BRUT	76/590,763	3,101,278
EPIL-STOP	75/338,773	2,162,229
ESSENCE OF MAN		1,845,003
TIMEBLOCK	75/334,060	2,362,653
SKINMILK	75/927,765	2,528,434
BRUT medallion	76/625,522	3,071,609
BRUT RACING	78/587,442	3,110,588
TRI-GUARD	78/631,484	3,607,603
BRUT REVOLUTION	78/749,494	3,184,991

Puerto Rico Registrations/Applications

Trademark:	Application #:	Registration #:
AMMEN		6752
AMMENS		20449
BRUT		14279
BRUT		14342
BRUT Medallion		35095
BRUT Medallion		65023
FINAL NET	20341	20341
INFUSIUM 23	66053	101876
INFUSIUM 23 (label)	27693	27693
Pert		24154
Sure	74400	
VITALIS	20456	20456
Vitapointe		62492

Canada Registrations/Applications

Trademark:	Application #:	Registration #:
BEAUTY DOWN TO A SCIENCE	1322333	

SCIENCE CAN BE BEAUTIFUL	1322246	
Brut (logo)	1650643	
Brut The Essence of Man (logo)	1650644	
Ogilvie	0687035	TMA482700
i-23 Complex	1,497,696	TMA806795
Pert		TMA260365
Pert	259277	TMA123960
Pert Plus	651485	TMA379417
Pert Plus Fresh	1144580	TMA604274
Pret	447076	TMA258649
Pret	456355	TMA266896
Pret Plus	651487	TMA377397
Sure	337142	TMA179365
Sure		TMA156890
Sure (label)	494429	TMA287314
Sure Pro Stick	659429	TMA388086
Vitapointe	1590214	TMA858668
INFUSIUM (head design)	559504	TMA348,408
INFUSIUM 23	459214	TMA257,253
INFUSIUM 23	523268	TMA497,605
INFUSIUM 23	523267	TMA301,579
INFUSIUM	732741	TMA440,922
AMMENS	1,283,086	TMA688,902
AMMENS FOOT COOLER	631106	TMA379,591
CONDITION		TMA179,549
FINAL NET	329651	TMA177,130
FINAL NET INVISIBLE HAIR NET		TMA172,680
VITALIS	258427	TMA123,791
VITALIS	395895	TMA223,772
VITALIS	152713	TMDA50814
VITALIS	1,215,993	TMA640,745
VITALIS DRY TEXTURE	353160	TMA193,466
V (design)	561459	TMA339,899
3 IN 1	1,205,616	TMA 662,206
BRUT	286839	TMA142,221
BRUT	531931	TMA338,685
BRUT Medallion design	365255	TMA197,525
BRUT Medallion	504747	TMA295,416
TRI-GUARD	738414	TMA457,684
TRIMAX	1004467	TMA541,187
BRUT bottle design	370964	TMA209,055
BRUT SPORT	668349	TMA426,823
BRUT	537277	TMA314,228
V VITALIS	1,226,176	TMA 642,333
V VITALIS	1226180	TMA 642,086

BRUT 33	365047	TMA205,061
BRUT	1,215,995	TMA 640,747
EPIL-STOP		TMA542,720
ESSENCE OF MAN	756261	TMA444,139
TIMEBLOCK	1,200,342	TMA 641,394
SKINMILK	1187087	TMA 645,246
BRUT Medallion	1,242,122	TMA682,045
BRUT REVOLUTION	1,309,205	TMA697041
VOLUMOLOGIE	1280509	TMA730885
MOISTUROLOGIE	1,280,507	TMA730866
FRIZZOLOGIE	1280511	TMA729,632
COLOUROLOGIE	1288444	TMA733,363
REPAIROLOGIE	1306786	TMA729,657
LISSOLOGIE	1307477	TMA729,607
PIGMENTOLOGIE	1307475	TMA729659
AQUAOLOGIE	1307857	TMA729,647