

## 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           |
| Roux Laboratories, Inc.   |  | 12/19/2012     | CORPORATION: NEW YORK |
| RECEIVING PARTY DATA  |  |                |                       |
| Name:   | Sectrim Limited                              |                |                       |
| Street Address:   | Fourth Floor, Ulysses House, Foley Street    |                |                       |
| City:   | Dublin                                       |                |                       |
| State/Country:  | IRELAND                                      |                |                       |
| Postal Code:  | 1  |                |                       |
| Entity Type:  | LIMITED LIABILITY COMPANY: IRELAND           |                |                       |
| PROPERTY NUMBERS Total: 6   |  |                |                       |
| Property Type   | Number                                       | Word Mark      |                       |
| Registration Number:  | 1457100                                      | FINISHEEN      |                       |
| Registration Number:  | 1978491                                      | HERBA RICH     |                       |
| Registration Number:  | 2141227                                      | HERBARICH      |                       |
| Registration Number:  | 1569102                                      | REALISTIC      |                       |
| Registration Number:  | 0653536                                      | REALISTIC      |                       |
| Registration Number:  | 1820389                                      | REALISTIC      |                       |
| CORRESPONDENCE DATA   |  |                |                       |
| Fax Number:   | 7708040900                                   |                |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                |                       |
| Phone:  | 7707090023                                   |                |                       |
| Email:  | lcolton@srtslaw.com                          |                |                       |
| Correspondent Name:   | SMITH RISLEY TEMPEL SANTOS LLC               |                |                       |
| Address Line 1:   | Two Ravinia Drive, Suite 700                 |                |                       |
| Address Line 4:   | Atlanta, GEORGIA 30346                       |                |                       |

OP \$165.00 1457100

|   |                    |
|---|--------------------|
| ATTORNEY DOCKET NUMBER:   | 60792.001TM        |
| <b>DOMESTIC REPRESENTATIVE</b><br><br>Name:<br>Address Line 1:<br>Address Line 2:<br>Address Line 3:<br>Address Line 4:   |                    |
| NAME OF SUBMITTER:  | Laurence P. Colton |
| Signature:  | /lpcolton/         |
| Date:   | 02/03/2014         |
| <b>Total Attachments: 8</b><br>source=Trade Mark Assignment Agreement Redacted#page1.tif<br>source=Trade Mark Assignment Agreement Redacted#page2.tif<br>source=Trade Mark Assignment Agreement Redacted#page3.tif<br>source=Trade Mark Assignment Agreement Redacted#page4.tif<br>source=Trade Mark Assignment Agreement Redacted#page5.tif<br>source=Trade Mark Assignment Agreement Redacted#page6.tif<br>source=Trade Mark Assignment Agreement Redacted#page7.tif<br>source=Trade Mark Assignment Agreement Redacted#page8.tif |                    |

**TRADEMARK ASSIGNMENT AGREEMENT**

between

**ROUX LABORATORIES, INC.**  
and

**Sectrim Limited**

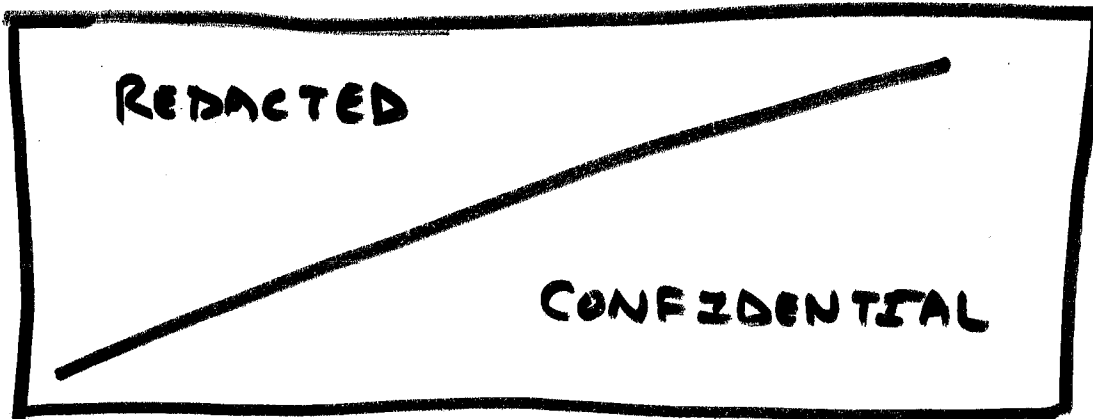
THIS TRADEMARK ASSIGNMENT AGREEMENT is made on December 19, 2012

BETWEEN

- (1) Roux Laboratories, Inc., a company organized and validly existing under the laws of New York, USA, with principal offices at Jacksonville, Florida, USA ("Roux" or "Assignor"); and
- (2) Sectrim Limited, an Irish limited liability company with principal offices at Ireland, Fourth Floor, Ulysses House, Foley Street, Dublin 1 ("Assignee").

BACKGROUND

A. Roux owns the marks "REALISTIC", "SPECIAL FEELING", "HERBARICH", "FINISHEEN", and "SOPHISTICATED LOOK" registered or the subject of applications for registration in the countries listed on Schedule 1 hereto (collectively, the "Marks") and uses the aforesaid marks unregistered as brands in certain other countries listed on Schedule 1 hereto (collectively, the "Brands", together with the Marks, the "Trademarks") which it uses in connection with its multi-cultural business.



H.

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IT IS HEREBY AGREED as follows:

1. SALE AND ASSIGNMENT - IP ACCESS

(a) In consideration of [REDACTED] (the "Purchase Price"):

(i) Subject to paragraph (b) below, Roux hereby irrevocably sells, assigns, transfers and makes over to the Assignee subject to the terms and conditions hereof, all and any of its right, title and interest in and to the Trademarks (together with the goodwill therein, and the packaging artwork and get-up of the Products) including the benefit of the applications for registration with the intention that when the applications are granted the registrations will vest in the Assignee and any common law rights attaching to the Trademarks (whether registered, the subject of pending applications or unregistered), and the Domain Names; and

(ii) Roux irrevocably grants Assignee access and unrestricted use on a non-exclusive basis to all other Intellectual Property, which access and use shall not be limited to the term of any license agreement, which Intellectual Property shall be provided to Assignee on the Closing Date; and

(iii) the right to bring proceedings against any third party in respect of infringement of the Trademarks and/or the Intellectual Property and/or all and any rights therein or associated therewith or for passing off or for otherwise infringing the rights of the Assignor in the Trademarks or the Intellectual Property, including the right to claim damages or such other relief as may be available in respect thereof.

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TRADEMARK

REEL: 005206 FRAME: 0282

PAGES 3-9

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IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the date and year first above written.

Sectrim Limited

By:

Name: ~~\_\_\_\_\_~~  
Nizam Kalla

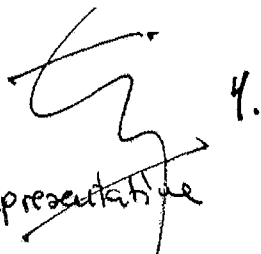
Title: Director

Roux Laboratories, Inc.

By:

Name: ~~\_\_\_\_\_~~  
Hans Marteau

Title: ~~\_\_\_\_\_~~  
Authorized Representative



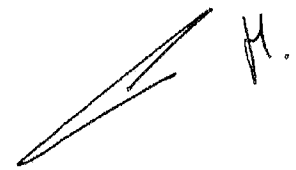
LIST OF SCHEDULES

Schedule 1. Marks and Brands, including reference to countries.

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Schedule 1 - Marks and Brands, including reference to countries

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| Owner | Trademark                     | Country        | Status     | Reglstr nr.   | Appl.Number    | Application Date | Renewal Date   |
|-------|-------------------------------|----------------|------------|---------------|----------------|------------------|----------------|
| RCPC  | FINISHEEN                     | Brazil         | REGISTERED | 820269204     | 820269204      | 24/09/1997       | 23/03/2014     |
| RSUIS | FINISHEEN                     | Burundi        | REGISTERED | 3176/BUR      | 3176           | 07/04/1997       | Unlimited Term |
| ROUX  | FINISHEEN                     | Kenya          | RENEWED    | 45318         | 45318          | 08/02/1997       | 05/02/2017     |
| ROUX  | FINISHEEN                     | Namibia        | RENEWED    | 93/0127       | 93/0127        | 05/02/1993       | 05/02/2013     |
| ROUX  | FINISHEEN                     | Rwanda         | REGISTERED | 4031/FRK      | 4031/FRK       | 10/04/1997       | Unlimited Term |
| ROUX  | FINISHEEN                     | Sierra Leone   | RENEWED    | 14801         | 14801          | 15/04/1997       | 15/04/2025     |
| ROUX  | FINISHEEN                     | South Africa   | RENEWED    | 93/0657       | 93/0657        | 27/01/1993       | 27/01/2013     |
| ROUX  | FINISHEEN                     | Sudan          | RENEWED    | 25799         | 25799          | 29/04/1997       | 28/04/2017     |
| ROUX  | FINISHEEN                     | USA            | RENEWED    | 1457100       | 73/621540      | 22/09/1988       | 15/09/2017     |
| ROUX  | FINISHEEN                     | Zanzibar       | RENEWED    | 843/1999      | 85/97          | 29/01/1997       | 29/01/2018     |
| ROUX  | HERBA RICH                    | Angola         | PUBLISHED  |               | 24.647         | 28/02/2010       |                |
| ROUX  | HERBA RICH                    | France         | REGISTERED | 08 3 592 035  | 08/3592035     | 31/07/2008       | 31/07/2018     |
| ROUX  | HERBA RICH                    | Kenya          | REGISTERED | 63947         | 63947          | 27/08/2008       | 27/08/2018     |
| ROUX  | HERBA RICH                    | South Africa   | REGISTERED | 2010/20103    | 2010/20103     | 10/09/2010       | 10/09/2020     |
| ROUX  | HERBA RICH                    | Tanganyika     | FILED      |               | TZ/T/2008/1182 | 21/08/2008       |                |
| ROUX  | HERBA RICH                    | Uganda         | FILED      |               | 31376          | 13/08/2008       |                |
| ROUX  | HERBA RICH                    | United Kingdom | REGISTERED | 2494538       | 2494538        | 05/08/2008       | 05/08/2018     |
| ROUX  | HERBA RICH                    | Zanzibar       | REGISTERED | ZN/T/2008/384 | ZN/2008/384    | 19/08/2008       | 19/08/2022     |
| ROUX  | HERBA RICH (Stylized)         | USA            | RENEWED    | 1976491       | 74/704691      | 24/07/1995       | 04/06/2016     |
| ROUX  | HERBARICH                     | USA            | RENEWED    | 2141227       | 74/643087      | 08/03/1995       | 03/03/2018     |
| ROUX  | REALISTIC                     | Angola         | RENEWED    | 4287          | 333/95         | 01/06/1995       | 01/06/2015     |
| ROUX  | REALISTIC                     | Benelux        | RENEWED    | 90363         | 588452         | 08/12/1971       | 08/12/2021     |
| ROUX  | REALISTIC                     | Bolivia        | RENEWED    | 79397/C       | 13161          | 30/07/1999       | 18/06/2020     |
| RRPP  | REALISTIC                     | Botswana       | RENEWED    | SA14115       | SA14115        | 15/05/1995       | 15/05/2015     |
| ROUX  | REALISTIC                     | Brazil         | RENEWED    | 3438961       | 3438961        | 22/11/1988       | 22/11/2016     |
| RSUIS | REALISTIC                     | Burundi        | REGISTERED | 3173/BUR      |                |                  | Unlimited Term |
| ROUX  | REALISTIC                     | Canada         | RENEWED    | 384266        | 645966         | 30/11/1989       | 10/05/2021     |
| ROUX  | REALISTIC                     | Chile          | RENEWED    | 689119        | 61939          | 24/09/1978       | 31/01/2021     |
| ROUX  | REALISTIC                     | Congo          | RENEWED    | 5156/95       | NP/1066/ZAI/95 | 14/09/1995       | 14/09/2015     |
| ROUX  | REALISTIC                     | Ecuador        | RENEWED    | 4887/00       | 97189          | 15/07/1999       | 26/07/2020     |
| ROUX  | REALISTIC                     | Ethiopia       | RENEWED    | 2340          | 2340           | 29/09/1997       | 30/09/2016     |
| ROUX  | REALISTIC                     | Franco         | RENEWED    | 1586736       | 553470         | 21/04/1980       | 13/04/2020     |
| ROUX  | REALISTIC                     | Germany        | RENEWED    | 808598        | R15099         | 15/06/1961       | 30/06/2021     |
| ROUX  | REALISTIC                     | Guatemala      | REN REQ    | 101511        | 6242/99        | 29/07/1999       |                |
| ROUX  | REALISTIC                     | Guyana         | RENEWED    | 17549A        | 17549A         | 28/07/1999       | 28/07/2020     |
| ROUX  | REALISTIC                     | Japan          | RENEWED    | 3259514       | 11480/1994     | 09/02/1994       | 24/02/2017     |
| ROUX  | REALISTIC                     | Kenya          | RENEWED    | 45315         | 45315          | 08/02/1997       | 05/02/2014     |
| TCG   | REALISTIC                     | Lebanon        | REGISTERED | 85489         | 37797          | 18/11/2000       | 18/11/2015     |
| ROUX  | REALISTIC                     | Lesotho        | RENEWED    | LS/M/9500435  | LS/M/9500435   | 17/11/1995       | 17/11/2015     |
| ROUX  | REALISTIC                     | Liberia        | RENEWED    | 16597/301     | 16597/301      | 15/05/1997       | 15/05/2022     |
| ROUX  | REALISTIC                     | Malaysia       | REN REQ    | SAR/24185     | 24185          | 18/11/1981       | 18/11/2012     |
| ROUX  | REALISTIC                     | Mauritius      | RENEWED    | A/39No.261    |                | 20/07/1995       | 20/07/2016     |
| ROUX  | REALISTIC                     | Mozambique     | RENEWED    | 97/2000       | 00097/2000     | 25/01/2000       | 25/01/2020     |
| ROUX  | REALISTIC                     | Namibia        | RENEWED    | 95/0523       | 95/0523        | 30/05/1995       | 30/05/2015     |
| ROUX  | REALISTIC                     | Nicaragua      | RENEWED    | R 48082 CC    | 9902915        | 30/08/1999       | 07/01/2021     |
| ROUX  | REALISTIC                     | Nigeria        | RENEWED    | 44879         | 44879/84       | 20/01/1984       | 20/01/2019     |
| ROUX  | REALISTIC                     | OPAI           | REN REQ    | 22287         | 72437          | 06/02/1982       |                |
| ROUX  | REALISTIC                     | Panama         | RENEWED    | 49622         | 49622          | 25/04/1989       | 09/05/2020     |
| ROUX  | REALISTIC                     | Panama         | RENEWED    | 29926         | 29926          | 22/04/1982       | 14/01/2016     |
| ROUX  | REALISTIC                     | Paraguay       | REN REQ    | 231670        | 22713/1999     | 14/10/1999       |                |
| ROUX  | REALISTIC                     | Peru           | RENEWED    | 58705         | 087764/1999    | 08/07/1999       | 28/10/2019     |
| ROUX  | REALISTIC                     | Rwanda         | REGISTERED | 4036/FRK      | 4036/FRK       | 10/04/1997       | Unlimited Term |
| ROUX  | REALISTIC                     | Seychelles     | RENEWED    | 3926          | 198/95         | 28/07/1995       | 28/07/2016     |
| ROUX  | REALISTIC                     | Sierra Leone   | RENEWED    | 14798         | 14798          | 15/04/1997       | 15/04/2025     |
| ROUX  | REALISTIC                     | South Africa   | RENEWED    | 61/1608/1     | 61/1608/1      | 15/03/1991       | 15/05/2015     |
| ROUX  | REALISTIC                     | Sudan          | RENEWED    | 25798         | 25798          | 29/04/1997       | 29/04/2017     |
| ROUX  | REALISTIC                     | Suriname       | REN REQ    | 16765         | 16765          | 02/11/1999       |                |
| ROUX  | REALISTIC                     | Swaziland      | RENEWED    | 427/95        | 427/95         | 23/05/1995       | 23/05/2015     |
| ROUX  | REALISTIC                     | Tanganyika     | REN REQ    | 23426         | 23426          | 23/05/1995       | 23/05/2012     |
| RSUIS | REALISTIC                     | Uganda         | RENEWED    | 20499         | 20499          | 04/02/1997       | 18/02/2018     |
| ROUX  | REALISTIC                     | United Kingdom | RENEWED    | 1354091       | 1354091        | 08/08/1988       | 08/08/2016     |
| ROUX  | REALISTIC                     | United Kingdom | RENEWED    | B1072759      | 1072759        | 08/01/1977       | 06/01/2018     |
| ROUX  | REALISTIC                     | USA            | RENEWED    | 1589102       | 782059         | 21/02/1989       | 05/12/2019     |
| ROUX  | REALISTIC                     | USA            | RENEWED    | 653536        | 72/021576      | 24/12/1965       | 22/10/2017     |
| ROUX  | REALISTIC                     | USA            | RENEWED    | 1820389       | 74/335192      | 27/11/1992       | 08/02/2014     |
| ROUX  | REALISTIC                     | Zambia         | REGISTERED | 76/2006       | 76/2006        | 01/02/2006       | 01/02/2013     |
| ROUX  | REALISTIC                     | Zanzibar       | REN REQ    | 840/1999      | 88/97          | 29/01/1997       |                |
| ROUX  | REALISTIC                     | Zimbabwe       | RENEWED    | 666/95        | 666/95         | 23/05/1995       | 23/05/2015     |
| ROUX  | REALISTIC INTERACTIVES        | South Africa   | RENEWED    | 83/5524       | 83/5524        | 10/08/1993       | 10/08/2013     |
| ROUX  | REALISTIC LIQUID TEX          | South Africa   | RENEWED    | 80/5295       | 80/5295        | 13/08/1980       | 13/08/2020     |
| ROUX  | REALISTIC NO-LYE              | South Africa   | RENEWED    | 92/9585       | 92/9585        | 09/11/1992       | 09/11/2012     |
| ROUX  | REALISTIC SENSOR PERM         | Canada         | RENEWED    | TMA238485     | 402539         | 24/09/1976       | 21/12/2024     |
| ROUX  | REALISTIC SENSOR PERM         | United Kingdom | RENEWED    | B1072760      | 1072760        | 08/01/1977       | 06/01/2018     |
| ROUX  | SOPHISTICATED LOOK            | Angola         | RENEWED    | 4289          | 335/95         | 01/06/1995       | 01/06/2025     |
| ROUX  | SOPHISTICATED LOOK            | Botswana       | RENEWED    | SA 14 409     |                | 05/02/1991       | 05/02/2021     |
| ROUX  | SOPHISTICATED LOOK            | Lesotho        | RENEWED    | LS/M/9500442  | LS/M/9500442   | 17/11/1995       | 17/11/2015     |
| ROUX  | SOPHISTICATED LOOK            | Mozambique     | RENEWED    | 98/2000       | 00098/2000     | 25/01/2000       | 25/01/2020     |
| ROUX  | SOPHISTICATED LOOK            | Namibia        | RENEWED    | 91/0364       | 91/0364        | 12/04/1991       | 12/04/2021     |
| ROUX  | SOPHISTICATED LOOK            | South Africa   | RENEWED    | B91/0740      | 91/0740        | 05/02/1991       | 05/02/2021     |
| ROUX  | SOPHISTICATED LOOK            | Swaziland      | RENEWED    | 318/95        | 318/95         | 24/03/1995       | 24/03/2015     |
| ROUX  | SOPHISTICATED LOOK            | Zimbabwe       | RENEWED    | B667/95       | 667/95         | 23/05/1995       | 23/05/2015     |
| RRPP  | SOPHISTICATED LOOK and Design | Canada         | RENEWED    | TMA306458     | 502473         | 28/04/1983       | 30/08/2015     |
| ROUX  | SPECIAL FEELING               | Angola         | RENEWED    | 4288          | 334/95         | 01/06/1995       | 01/06/2015     |
| ROUX  | SPECIAL FEELING               | Bahama Islands | REN REQ    | 10436         | 10436          | 18/11/1981       |                |
| ROUX  | SPECIAL FEELING               | Botswana       | RENEWED    | SA 14 118     |                | 18/11/1981       | 18/11/2021     |
| ROUX  | SPECIAL FEELING               | Lesotho        | RENEWED    | LS/M/9500436  | LS/M/9500436   | 17/11/1995       | 17/11/2015     |
| ROUX  | SPECIAL FEELING               | Mozambique     | RENEWED    | 95/2000       | 00095/2000     | 25/01/2000       | 25/01/2020     |
| ROUX  | SPECIAL FEELING               | South Africa   | RENEWED    | 81/8792       | 81/8792        | 18/11/1981       | 18/11/2021     |
| ROUX  | SPECIAL FEELING               | Swaziland      | RENEWED    | 428/95        | 428/95         | 23/05/1995       | 23/05/2015     |
| ROUX  | SPECIAL FEELING               | Zimbabwe       | RENEWED    | B668/95       | 668/95         | 23/05/1995       | 23/05/2015     |

SCHEDULES

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