

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM365100

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Murad, Inc. (a California corp.) to Murad, LLC (a Delaware Limited Liability company) previously recorded on Reel 005641 Frame 0127. Assignor(s) hereby confirms the Assignment should be MURAD, INC to UNILEVER N.V.
<b>RESUBMIT DOCUMENT ID:</b>	900344290

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MURAD, INC.		07/01/2015	CORPORATION: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	UNILEVER N.V.
<b>Street Address:</b>	Weena 455
<b>City:</b>	3013 AL Rotterdam
<b>State/Country:</b>	NETHERLANDS
<b>Entity Type:</b>	naamloze vennootschap: NETHERLANDS

## PROPERTY NUMBERS Total: 113

Property Type	Number	Word Mark
Registration Number:	4269682	A CLEAR YOU CAN FEEL
Registration Number:	4143999	ABSOLUTE BRONZING BOOST
Registration Number:	3238652	ACNE COMPLEX
Registration Number:	3603706	ACNE. WHAT ACNE?
Registration Number:	3723449	ACTIVE RADIANCE
Registration Number:	2882499	ADVANCED PERFORMANCE COMPLEX
Registration Number:	4587267	AGE-DIFFUSING SERUM
Registration Number:	4269519	AGE LIFTING BOOSTER
Registration Number:	3307910	AGE REFORM
Registration Number:	1626577	A SENSE OF SELF
Registration Number:	3096207	BARE FRUIT
Registration Number:	3238449	BEARD SOFTENING COMPLEX
Registration Number:	3894032	BEGGING FOR BALANCE
Registration Number:	4280771	BETTER EVERY DAY
Registration Number:	3366333	THE CELLULAR WATER PRINCIPLE
Registration Number:	2949371	CITY SKIN
Registration Number:	3064056	CITY SKIN

TRADEMARK

900346730

REEL: 005682 FRAME: 0722

Property Type	Number	Word Mark
Registration Number:	3986620	CLEAN SCENE
Registration Number:	4625071	CLEARCAM
Registration Number:	3894031	CRAVING FOR CLEAN
Registration Number:	3881598	CRAZY FOR CLEAR
Registration Number:	3344790	CULTURAL STRESS
Registration Number:	3240805	DAILY CELL STRENGTHENER
Registration Number:	2388204	DAILY RENEWAL COMPLEX
Registration Number:	2801222	DAILY RENEWAL COMPLEX
Registration Number:	3042290	DAY REFORM
Registration Number:	3878125	DOWN FOR DEFENSE
Registration Number:	3644495	DURIAN CELL REFORM
Registration Number:	3958803	EAT YOUR WATER
Registration Number:	3644697	ENVIRONMENTAL DEFENSE
Registration Number:	2752357	ENVIRONMENTAL SHIELD
Registration Number:	2754262	ESSENTIAL-C
Registration Number:	4210454	EYE LUSCIOUS
Registration Number:	4003324	GAGA FOR GLOW
Registration Number:	3951621	GET CLEAR. LIVE CLEAR.
Registration Number:	3340583	FACE DEFENSE
Registration Number:	3291313	FIRM FACTOR
Registration Number:	3050188	HYBRID
Registration Number:	3867732	HYBRIDS
Registration Number:	3946109	HYBRIDS
Registration Number:	4003040	HYDRO-DYNAMIC
Registration Number:	3661461	IMMUNO-SKIN COMPLEX
Registration Number:	3684389	INCLUSIVE AGE
Registration Number:	3207281	INCLUSIVE HEALTH
Registration Number:	3352932	INCLUSIVE HEALTH CENTER
Registration Number:	3826231	INCLUSIVE HEALTH SPA
Registration Number:	3431736	INFUSION FACTOR
Registration Number:	3693455	IP 5
Registration Number:	3693456	INTENSIVE PEEL 5
Registration Number:	3966690	INTENSIVE C
Registration Number:	3231735	INTENSIVE WRINKLE REDUCER
Registration Number:	2035508	INTERNAL SKINCARE
Registration Number:	3881599	JUMPING FOR JUICY
Registration Number:	3958821	KOMBUCHA COLLAGEN DEFENSE
Registration Number:	4122341	LIFE CAN BE COMPLICATED, SKINCARE SHOULD

Property Type	Number	Word Mark
Registration Number:	4026180	LIGHTEN AND BRIGHTEN
Registration Number:	4222916	LINE TAMER
Registration Number:	2481451	M
Registration Number:	2062211	MURAD
Registration Number:	2254716	M MURAD
Registration Number:	3845187	MURAD M
Registration Number:	3845201	MURAD M
Registration Number:	4077682	MIHI
Registration Number:	4223088	MURASOL
Registration Number:	2993839	NIGHT REFORM
Registration Number:	2195515	OPTIMAL HEALTH FORMULA
Registration Number:	2756454	OPTIMAL HEALTH
Registration Number:	2148418	PERFECTING SERUM
Registration Number:	3798129	PERFECTING SERUM
Registration Number:	2693274	POMPENOL
Registration Number:	4468959	PORE REFORM
Registration Number:	2252580	PURE SKIN
Registration Number:	3367499	RAPID EXFOLIATOR
Registration Number:	3319154	RAZOR BURN RESCUE
Registration Number:	3710683	REPAIR ENHANCING MATRIX
Registration Number:	3443224	SENSITIVE SKIN SOOTHING SERUM
Registration Number:	3644529	SLEEP REFORM
Registration Number:	4426378	REPLENICELL
Registration Number:	2101666	RESURGENCE
Registration Number:	2722180	RESURGENCE
Registration Number:	3558622	SERIOUS TOOLS FOR THE PERFECT SHAVE
Registration Number:	3684388	SUN UNDONE
Registration Number:	2931047	TECHNOCEUTICALS
Registration Number:	4620302	THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY
Registration Number:	3861450	THE SCIENCE OF CELLULAR WATER
Registration Number:	2987836	THE WATER PRINCIPLE
Registration Number:	4035339	TIME CAPSULE
Registration Number:	4682914	TRANSFORMING POWDER
Registration Number:	3636576	TRANSFORMING SKINCARE
Registration Number:	2259555	TRAVEL ESSENTIALS
Registration Number:	4143666	UNIVERSITY FOR INCLUSIVE HEALTH
Registration Number:	4611294	UPDATE YOUR STATUS TO CLEAR
Registration Number:	3038727	VITALIC

Property Type	Number	Word Mark
Registration Number:	2151037	WET SUIT
Registration Number:	2762753	WET SUIT
Registration Number:	2870343	WHERE SKINCARE MEETS HEALTHCARE
Registration Number:	3819248	WHITE BRILLIANCE
Registration Number:	2086538	YOUTH BUILDER
Registration Number:	4697038	YOUTH BUILDER
Registration Number:	2949296	DAY REFORM TREATMENT
Registration Number:	1830098	M MURAD
Registration Number:	1695589	RAPID EXFOLIATOR
Serial Number:	86286112	INVISIBLUR PERFECTING SHIELD
Serial Number:	86451795	MURAD BETTER EVERY DAY
Serial Number:	86478634	CITY SHIELD
Serial Number:	86478642	WATER VEIL
Serial Number:	86498349	MOISTURE VEIL
Serial Number:	86526509	SHADE AMERICA
Serial Number:	86528264	RAPID COLLAGEN INFUSION
Serial Number:	86654761	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE
Serial Number:	86623136	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE M
Serial Number:	86752386	INSTAMATTE 2-IN-1 CLEANSING MASK
Serial Number:	86752396	MATTEFFECT BLOTTING SPRAY

#### CORRESPONDENCE DATA

Fax Number: 2123101635

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Phone: 212 626 4242

Email: nyctrademarks@bakermckenzie.com

Correspondent Name: Lindsey Utrata

Address Line 1: 452 Fifth Avenue

Address Line 2: Baker & McKenzie LLP

Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	10060058-50046045
NAME OF SUBMITTER:	Lindsey Utrata
SIGNATURE:	/lu/
DATE SIGNED:	12/09/2015

#### Total Attachments: 21

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<b>TRADEMARK ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM357946

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Murad, Inc.		09/21/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MURAD, LLC		
<b>Street Address:</b>	2121 Park Place, First Floor		
<b>City:</b>	El Segundo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 113</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86752396	MATTEFFECT BLOTTING SPRAY	
<b>Serial Number:</b>	86752386	INSTAMATTE 2-IN-1 CLEANSING MASK	
<b>Serial Number:</b>	86498349	MOISTURE VEIL	
<b>Serial Number:</b>	86478642	WATER VEIL	
<b>Serial Number:</b>	86451795	MURAD BETTER EVERY DAY	
<b>Serial Number:</b>	86654761	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	
<b>Serial Number:</b>	86478634	CITY SHIELD	
<b>Serial Number:</b>	86286112	INVISIBLUR PERFECTING SHIELD	
<b>Serial Number:</b>	86623136	INSPIRED SKINCARE FOR A BEAUTIFUL LIFE M	
<b>Serial Number:</b>	86526509	SHADE AMERICA	
<b>Registration Number:</b>	1626577	A SENSE OF SELF	
<b>Registration Number:</b>	1695589	RAPID EXFOLIATOR	
<b>Registration Number:</b>	1830098	M MURAD	
<b>Registration Number:</b>	2062211	MURAD	
<b>Registration Number:</b>	2086538	YOUTH BUILDER	
<b>Registration Number:</b>	2035508	INTERNAL SKINCARE	
<b>Registration Number:</b>	2148418	PERFECTING SERUM	
<b>Registration Number:</b>	2101666	RESURGENCE	
<b>Registration Number:</b>	2252580	PURE SKIN	

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**TRADEMARK**

REEL: 005641 FRAME: 0127  
**TRADEMARK**

REEL: 005682 FRAME: 0727

Property Type	Number	Word Mark
Registration Number:	2195515	OPTIMAL HEALTH FORMULA
Registration Number:	2388204	DAILY RENEWAL COMPLEX
Registration Number:	2151037	WET SUIT
Registration Number:	2254716	M MURAD
Registration Number:	2259555	TRAVEL ESSENTIALS
Registration Number:	2756454	OPTIMAL HEALTH
Registration Number:	2481451	M
Registration Number:	2722180	RESURGENCE
Registration Number:	3038727	VITALIC
Registration Number:	2754262	ESSENTIAL-C
Registration Number:	2693274	POMPHENOL
Registration Number:	2752357	ENVIRONMENTAL SHIELD
Registration Number:	3064056	CITY SKIN
Registration Number:	2801222	DAILY RENEWAL COMPLEX
Registration Number:	2882499	ADVANCED PERFORMANCE COMPLEX
Registration Number:	2762753	WET SUIT
Registration Number:	2949296	DAY REFORM TREATMENT
Registration Number:	3042290	DAY REFORM
Registration Number:	3291313	FIRM FACTOR
Registration Number:	3096207	BARE FRUIT
Registration Number:	3431736	INFUSION FACTOR
Registration Number:	3319154	RAZOR BURN RESCUE
Registration Number:	3340583	FACE DEFENSE
Registration Number:	3238652	ACNE COMPLEX
Registration Number:	3238449	BEARD SOFTENING COMPLEX
Registration Number:	3231735	INTENSIVE WRINKLE REDUCER
Registration Number:	3352932	INCLUSIVE HEALTH CENTER
Registration Number:	3240805	DAILY CELL STRENGTHENER
Registration Number:	3344790	CULTURAL STRESS
Registration Number:	3207281	INCLUSIVE HEALTH
Registration Number:	3307910	AGE REFORM
Registration Number:	3366333	THE CELLULAR WATER PRINCIPLE
Registration Number:	3367499	RAPID EXFOLIATOR
Registration Number:	2870343	WHERE SKINCARE MEETS HEALTHCARE
Registration Number:	2931047	TECHNOCEUTICALS
Registration Number:	2949371	CITY SKIN
Registration Number:	2987836	THE WATER PRINCIPLE
Registration Number:	2993839	NIGHT REFORM

**TRADEMARK**

**REEL: 005641 FRAME: 0128  
TRADEMARK**

**REEL: 005682 FRAME: 0728**

Property Type	Number	Word Mark
Registration Number:	3443224	SENSITIVE SKIN SOOTHING SERUM
Registration Number:	3603706	ACNE. WHAT ACNE?
Registration Number:	3661461	IMMUNO-SKIN COMPLEX
Registration Number:	3558622	SERIOUS TOOLS FOR THE PERFECT SHAVE
Registration Number:	3644495	DURIAN CELL REFORM
Registration Number:	3644529	SLEEP REFORM
Registration Number:	3644697	ENVIRONMENTAL DEFENSE
Registration Number:	3693455	IP 5
Registration Number:	3693456	INTENSIVE PEEL 5
Registration Number:	3684389	INCLUSIVE AGE
Registration Number:	3636576	TRANSFORMING SKINCARE
Registration Number:	3966690	INTENSIVE C
Registration Number:	4035339	TIME CAPSULE
Registration Number:	3861450	THE SCIENCE OF CELLULAR WATER
Registration Number:	3710683	REPAIR ENHANCING MATRIX
Registration Number:	3819248	WHITE BRILLIANCE
Registration Number:	3826231	INCLUSIVE HEALTH SPA
Registration Number:	3951621	GET CLEAR. LIVE CLEAR.
Registration Number:	4003040	HYDRO-DYNAMIC
Registration Number:	3958803	EAT YOUR WATER
Registration Number:	3986620	CLEAN SCENE
Registration Number:	4210454	EYE LUSCIOUS
Registration Number:	3845187	MURAD M
Registration Number:	3845201	MURAD M
Registration Number:	3881598	CRAZY FOR CLEAR
Registration Number:	3878125	DOWN FOR DEFENSE
Registration Number:	4003324	GAGA FOR GLOW
Registration Number:	3881599	JUMPING FOR JUICY
Registration Number:	3684388	SUN UNDONE
Registration Number:	3723449	ACTIVE RADIANCE
Registration Number:	3798129	PERFECTING SERUM
Registration Number:	3958821	KOMBUCHA COLLAGEN DEFENSE
Registration Number:	3050188	HYBRID
Registration Number:	4222916	LINE TAMER
Registration Number:	3946109	HYBRIDS
Registration Number:	4122341	LIFE CAN BE COMPLICATED, SKINCARE SHOULD
Registration Number:	4077682	MIHI
Registration Number:	3894031	CRAVING FOR CLEAN

**TRADEMARK**

**REEL: 005641 FRAME: 0129  
TRADEMARK**

**REEL: 005682 FRAME: 0729**



Property Type	Number	Word Mark
Registration Number:	3894032	BEGGING FOR BALANCE
Registration Number:	4143666	UNIVERSITY FOR INCLUSIVE HEALTH
Registration Number:	4026180	LIGHTEN AND BRIGHTEN
Registration Number:	4143999	ABSOLUTE BRONZING BOOST
Registration Number:	4223088	MURASOL
Registration Number:	4269519	AGE LIFTING BOOSTER
Registration Number:	4269682	A CLEAR YOU CAN FEEL
Registration Number:	4280771	BETTER EVERY DAY
Registration Number:	4426378	REPLENICELL
Registration Number:	4468959	PORE REFORM
Registration Number:	3867732	HYBRIDS
Registration Number:	4766234	RAPID COLLAGEN INFUSION
Registration Number:	4697038	YOUTH BUILDER
Registration Number:	4682914	TRANSFORMING POWDER
Registration Number:	4587267	AGE-DIFFUSING SERUM
Registration Number:	4611294	UPDATE YOUR STATUS TO CLEAR
Registration Number:	4620302	THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY
Registration Number:	4625071	CLEARCAM

**CORRESPONDENCE DATA**

Fax Number: 3108816801

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Phone: (310) 881-6800

Email: painter@ikplaw.com

Correspondent Name: Michael A. Painter, Esq.

Address Line 1: 1888 Century Park East, Suite 1500

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER: 06889.316

NAME OF SUBMITTER: Michael A. Painter

SIGNATURE: /Michael A. Painter/

DATE SIGNED: 10/08/2015

**Total Attachments: 13**

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**TRADEMARK**  
**REEL: 005641 FRAME: 0131**  
**TRADEMARK**  
**REEL: 005682 FRAME: 0731**



8. On October 9, 2015, I was advised by Joe Sullivan, authorized officer of Unilever N.V., that an assignment of all of Murad, Inc.'s trademarks to Unilever N.V. was consummated prior to the September 21, 2015 execution date of the Assignment that I prepared and which Mr. Murad signed. Unfortunately, I took no part whatsoever in the transaction and therefore knew nothing of the assignment of the trademarks from Murad, Inc. to Unilever N.V. until October 9, 2015, one day after I recorded the Assignment from Murad, Inc. to Murad, LLC with the USPTO.
9. Since Murad, Inc. no longer held title to the trademarks transferred in the Assignment document executed on September 21, 2015, the Assignment from Murad, Inc. to Murad, LLC is null and void.
10. I, Michael A. Painter, being warned that willful false statements and the like are punishable by fine or imprisonment, or both under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declare that all statements made of my own knowledge are true, and that all statements made of my own knowledge are true, and all statements made from on information and belief are believed to be true.



Michael A. Painter

Dated: November 12 2015

## Schedule A

### Registered Marks

Mark	Reg. No. / Serial No.
A CLEAR YOU CAN FEEL	4,269,682
ABSOLUTE BRONZING BOOST	4,143,999
ACNE COMPLEX	3,238,652
ACNE. WHAT ACNE?	3,603,706
ACTIVE RADIANCE	3,723,449
ADVANCED PERFORMANCE COMPLEX	2,882,499
AGE-DIFFUSING SERUM	4,587,267
AGE LIFTING BOOSTER	4,269,519
AGE REFORM	3,307,910
A SENSE OF SELF	1,626,577
BARE FRUIT	3,096,207
BEARD SOFTENING COMPLEX	3,238,449
BEGGING FOR BALANCE	3,894,032
BETTER EVERY DAY	4,280,771
THE CELLULAR WATER PRINCIPLE	3,366,333
CITY SKIN	2,949,371
CITY SKIN	3,064,056
CLEAN SCENE	3,986,620
CLEARCAM	4,625,071
CRAVING FOR CLEAN	3,894,031
CRAZY FOR CLEAR	3,881,598
CULTURAL STRESS	3,344,790
DAILY CELL STRENGTHENER	3,240,805
DAILY RENEWAL COMPLEX	2,388,204
DAILY RENEWAL COMPLEX	2,801,222
DAY REFORM	3,042,290
DOWN FOR DEFENSE	3,878,125
DURIAN CELL REFORM	3,644,495
EAT YOUR WATER	3,958,803
ENVIRONMENTAL DEFENSE	3,644,697
ENVIRONMENTAL SHIELD	2,752,357
ESSENTIAL-C	2,754,262
EYE LUSCIOUS	4,210,454
GAGA FOR GLOW	4,003,324
GET CLEAR. LIVE CLEAR.	3,951,621
FACE DEFENSE	3,340,583
FIRM FACTOR	3,291,313
HYBRID	3,050,188
HYBRIDS	3,867,732
HYBRIDS	3,946,109
HYDRO-DYNAMIC	4,003,040
IMMUNO-SKIN COMPLEX	3,661,461
INCLUSIVE AGE	3,684,389
INCLUSIVE HEALTH	3,207,281
INCLUSIVE HEALTH CENTER	3,352,932
INCLUSIVE HEALTH SPA	3,826,231
INFUSION FACTOR	3,431,736
IP 5	3,693,455
INTENSE PEEL 5	3,693,456
INTENSIVE C	3,966,690
INTENSIVE WRINKLE REDUCER	3,231,735
INTERNAL SKINCARE	2,035,508

Mark	Reg. No. / Serial No.
JUMPING FOR JUICY	3,881,599
KOMBUCHA COLLAGEN DEFENSE	3,958,821
LIFE CAN BE COMPLICATED, SKINCARE SHOULDN'T BE	4,122,341
LIGHTEN AND BRIGHTEN	4,026,180
LINE TAMER	4,222,916
M (Stylized)	2,481,451
MURAD	2,062,211
M MURAD	2,254,716
M MURAD	3,845,187
M MURAD	3,845,201
MIHI	4,077,682
MURASOL	4,223,088
NIGHT REFORM	2,993,839
OPTIMAL HEALTH FORMULA	2,195,515
OPTIMAL HEALTH	2,756,454
PERFECTING SERUM	2,148,418
PERFECTING SERUM	3,798,129
POMPHENOL	2,693,274
PORE REFORM	4,468,959
PURE SKIN	2,252,580
RAPID EXFOLIATOR	3,367,499
RAZOR BURN RESCUE	3,319,154
REPAIR ENHANCING MATRIX	3,710,683
SENSITIVE SKIN SOOTHING SERUM	3,443,224
SLEEP REFORM	3,644,529
REPLENICELL	4,426,378
RESURGENCE	2,101,666
RESURGENCE	2,722,180
SERIOUS TOOLS FOR THE PERFECT SHAVE	3,558,622
SUN UNDONE	3,684,388
TECHNOCEUTICALS	2,931,047
THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY DR. MURAD M EST. 1989 & Design	4,620,302
THE SCIENCE OF CELLULAR WATER	3,861,450
THE WATER PRINCIPLE	2,987,836
TIME CAPSULE	4,035,339
TRANSFORMING POWDER	4,682,914
TRANSFORMING SKINCARE	3,636,576
TRAVEL ESSENTIALS	2,259,555
UNIVERSITY FOR INCLUSIVE HEALTH	4,143,666
UPDATE YOUR STATUS TO CLEAR	4,611,294
VITALIC	3,038,727
WET SUIT	2,151,037
WET SUIT	2,762,753
WHERE SKINCARE MEETS HEALTHCARE	2,870,343
WHITE BRILLIANCE	3,819,248
YOUTH BUILDER	2,086,538
YOUTH BUILDER	4,697,038
DAY REFORM TREATMENT	2,949,296
M MURAD	1,830,098
RAPID EXFOLIATOR	1,695,589

Pending Marks

Mark	App. No. / Serial No.
INVISIBLUR PERFECTING SHIELD	86/286,112
MURAD BETTER EVERY DAY	86/451,795
CITY SHIELD	86/478,634
WATER VEIL	86/478,642
MOISTURE VEIL	86/498,349
SHADE AMERICA	86/526,509
RAPID COLLAGEN INFUSION	86/528,264
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	86/654,761
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE EST 1989	86/623,136
INSTAMATTE 2-IN-1 CLEANSING MASK	86/752,386
MATTEFFECT BLOTING SPRAY	86/752,396





## Schedule A

### Registered Marks

Mark	Reg. No. / Serial No.
A CLEAR YOU CAN FEEL	4,269,882
ABSOLUTE BRONZING BOOST	4,143,999
ACNE COMPLEX	3,238,652
ACNE. WHAT ACNE?	3,603,706
ACTIVE RADIANCE	3,723,449
ADVANCED PERFORMANCE COMPLEX	2,882,499
AGE-DIFFUSING SERUM	4,587,267
AGE LIFTING BOOSTER	4,269,519
AGE REFORM	3,307,910
A SENSE OF SELF	1,626,577
BARE FRUIT	3,096,207
BEARD SOFTENING COMPLEX	3,238,449
BEGGING FOR BALANCE	3,894,032
BETTER EVERY DAY	4,280,771
THE CELLULAR WATER PRINCIPLE	3,366,333
CITY SKIN	2,949,371
CITY SKIN	3,064,056
CLEAN SCENE	3,986,620
CLEARCAM	4,625,071
CRAVING FOR CLEAR	3,894,031
CRAZY FOR CLEAR	3,881,598
CULTURAL STRESS	3,344,790
DAILY CELL STRENGTHENER	3,240,805
DAILY RENEWAL COMPLEX	2,388,204
DAILY RENEWAL COMPLEX	2,801,222
DAY REFORM	3,042,290
DOWN FOR DEFENSE	3,878,125
DURIAN CELL REFORM	3,644,495
EAT YOUR WATER	3,958,803
ENVIRONMENTAL DEFENSE	3,644,697
ENVIRONMENTAL SHIELD	2,752,357
ESSENTIAL-C	2,754,262
EYE LUSCIOUS	4,210,454
GAGA FOR GLOW	4,003,324
GET CLEAR. LIVE CLEAR.	3,951,621
FACE DEFENSE	3,340,583
FIRM FACTOR	3,291,313
HYBRID	3,050,188
HYBRIDS	3,867,732
HYBRIDS	3,946,109
HYDRO-DYNAMIC	4,003,040
IMMUNO-SKIN COMPLEX	3,661,461
INCLUSIVE AGE	3,684,389
INCLUSIVE HEALTH	3,207,281
INCLUSIVE HEALTH CENTER	3,352,932
INCLUSIVE HEALTH SPA	3,826,231
INFUSION FACTOR	3,431,736
IP 5	3,693,455
INTENSE PEEL 5	3,693,456
INTENSIVE C	3,966,690
INTENSIVE WRINKLE REDUCER	3,231,735
INTERNAL SKINCARE	2,035,508

Mark	Reg. No. / Serial No.
JUMPING FOR JUICY	3,881,599
KOMBUCHA COLLAGEN DEFENSE	3,958,821
LIFE CAN BE COMPLICATED, SKINCARE SHOULDN'T BE	4,122,341
LIGHTEN AND BRIGHTEN	4,026,180
LINE TAMER	4,222,916
M (Stylized)	2,481,451
MURAD	2,062,211
M MURAD	2,254,716
M MURAD	3,845,187
M MURAD	3,845,201
MIHI	4,077,682
MURASOL	4,223,088
NIGHT REFORM	2,993,839
OPTIMAL HEALTH FORMULA	2,195,515
OPTIMAL HEALTH	2,756,454
PERFECTING SERUM	2,148,418
PERFECTING SERUM	3,798,129
POMPHENOL	2,693,274
PORE REFORM	4,468,959
PURE SKIN	2,252,580
RAPID EXFOLIATOR	3,367,499
RAZOR BURN RESCUE	3,319,154
REPAIR ENHANCING MATRIX	3,710,683
SENSITIVE SKIN SOOTHING SERUM	3,443,224
SLEEP REFORM	3,644,529
REPLENICELL	4,426,378
RESURGENCE	2,101,666
RESURGENCE	2,722,180
SERIOUS TOOLS FOR THE PERFECT SHAVE	3,558,622
SUN UNDONE	3,684,388
TECHNOCEUTICALS	2,931,047
THE INCLUSIVE HEALTH SYSTEM DEVELOPED BY DR. MURAD M EST. 1989 & Design	4,620,302
THE SCIENCE OF CELLULAR WATER	3,861,450
THE WATER PRINCIPLE	2,987,836
TIME CAPSULE	4,035,339
TRANSFORMING POWDER	4,682,914
TRANSFORMING SKINCARE	3,636,576
TRAVEL ESSENTIALS	2,259,555
UNIVERSITY FOR INCLUSIVE HEALTH	4,143,666
UPDATE YOUR STATUS TO CLEAR	4,611,294
VITALIC	3,038,727
WET SUIT	2,151,037
WET SUIT	2,762,753
WHERE SKINCARE MEETS HEALTHCARE	2,870,343
WHITE BRILLIANCE	3,819,248
YOUTH BUILDER	2,086,538
YOUTH BUILDER	4,697,038
DAY REFORM TREATMENT	2,949,296
M MURAD	1,830,098
RAPID EXFOLIATOR	1,695,589

Pending Marks

Mark	App. No. / Serial No.
INVISIBLUR PERFECTING SHIELD	86/286,112
MURAD BETTER EVERY DAY	86/451,795
CITY SHIELD	86/478,634
WATER VEIL	86/478,642
MOISTURE VEIL	86/498,349
SHADE AMERICA	86/526,509
RAPID COLLAGEN INFUSION	86/528,264
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	86/654,761
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE EST 1989	86/623,136
INSTAMATTE 2-IN-1 CLEANSING MASK	86/752,386
MATTEFFECT BLOTING SPRAY	86/752,396

**ASSIGNMENT OF TRADEMARKS**

The undersigned, MURAD, INC., a corporation incorporated under the laws of the state of California having an address at 2121 Park Place, 1st Floor, El Segundo, CA 90245 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from UNILEVER N.V., a naamloze vennootschap incorporated under the laws of the Netherlands having an address at Weena 455, 3013AL Rotterdam, The Netherlands ("Assignee"), and pursuant to a certain Asset Purchase Agreement entered into as of July 1, 2015 by and between MURAD, INC. on the one hand, and UNILEVER N.V. on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").


Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

MURAD, INC.

UNILEVER N.V.

By:

  
Name: Howard Murad  
Title: Founder

By: \_\_\_\_\_

Name:  
Title:

**ASSIGNMENT OF TRADEMARKS**

The undersigned, MURAD, INC., a corporation incorporated under the laws of the state of California having an address at 2121 Park Place, 1st Floor, El Segundo, CA 90245 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from UNILEVER N.V., a naamloze vennootschap incorporated under the laws of the Netherlands having an address at Weena 455, 3013AL Rotterdam, The Netherlands ("Assignee"), and pursuant to a certain Asset Purchase Agreement entered into as of July 1, 2015 by and between MURAD, INC. on the one hand, and UNILEVER N.V. on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the good will of the business associated therewith, (the "Trademarks").


Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

MURAD, INC.

UNILEVER N.V.

By: \_\_\_\_\_  
Name:  
Title:

By:   
Name: Joseph Sullivan  
Title: Duly Authorized

# EXHIBIT A

## Registered Marks

Mark	Reg. No. / Serial No.
A CLEAR YOU CAN FEEL	4,269,682
ABSOLUTE BRONZING BOOST	4,143,999
ACNE COMPLEX	3,238,652
ACNE. WHAT ACNE?	3,603,706
ACTIVE RADIANCE	3,723,449
ADVANCED PERFORMANCE COMPLEX	2,882,499
AGE-DIFFUSING SERUM	4,587,267
AGE LIFTING BOOSTER	4,269,519
AGE REFORM	3,307,910
A SENSE OF SELF	1,626,577
BARE FRUIT	3,096,207
BEARD SOFTENING COMPLEX	3,238,449
BEGGING FOR BALANCE	3,894,032
BETTER EVERY DAY	4,280,771
THE CELLULAR WATER PRINCIPLE	3,366,333
CITY SKIN	2,949,371
CITY SKIN	3,064,056
CLEAN SCENE	3,986,620
CLEARCAM	4,625,071
CRAVING FOR CLEAN	3,894,031
CRAZY FOR CLEAR	3,881,598
CULTURAL STRESS	3,344,790
DAILY CELL STRENGTHENER	3,240,805
DAILY RENEWAL COMPLEX	2,388,204
DAILY RENEWAL COMPLEX	2,801,222
DAY REFORM	3,042,290
DOWN FOR DEFENSE	3,878,125
DURIAN CELL REFORM	3,644,495
EAT YOUR WATER	3,958,803
ENVIRONMENTAL DEFENSE	3,844,697
ENVIRONMENTAL SHIELD	2,752,357
ESSENTIAL-C	2,754,262
EYE LUSCIOUS	4,210,454
GAGA FOR GLOW	4,003,324
GET CLEAR. LIVE CLEAR.	3,951,621
FACE DEFENSE	3,340,583
FIRM FACTOR	3,291,313
HYBRID	3,050,188
HYBRIDS	3,867,732
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INTERNAL SKINCARE	2,035,508

Mark	Reg. No. / Serial No.
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LIGHTEN AND BRIGHTEN	4,026,180
LINE TAMER	4,222,916
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RESURGENCE	2,722,180
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M MURAD	1,830,098
RAPID EXFOLIATOR	1,695,589

Pending Marks

Mark	App. No. / Serial No.
INVISIBLUR PERFECTING SHIELD	88/286,112
MURAD BETTER EVERY DAY	86/451,795
CITY SHIELD	86/478,634
WATER VEIL	86/478,642
MOISTURE VEIL	86/498,349
SHADE AMERICA	86/526,509
RAPID COLLAGEN INFUSION	86/528,264
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE	86/654,761
INSPIRED SKINCARE FOR A BEAUTIFUL LIFE EST 1989	86/623,136
INSTAMATTE 2-IN-1 CLEANSING MASK	86/752,386
MATTEFFECT BLOTTING SPRAY	86/752,396



**ASSIGNMENT**


WHEREAS, MURAD, INC., of 2121 Park Place, First Floor, El Segundo, California 90245, is a corporation organized under the laws of the State of California ("Assignor"), has adopted, used, and/or applied for the trademarks set forth in Schedule A hereto;

WHEREAS, MURAD, LLC, of 2121 Park Place, First Floor, El Segundo, California 90245, is a limited liability company organized under the laws of the State of Delaware, ("Assignee"), is desirous of acquiring said marks, applications and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MURAD, INC. does hereby assign unto the said MURAD, LLC, all rights, title and interest in and to the said marks, applications and registrations, together with the good will of the business symbolized by the marks.

MURAD, INC.

By:

  
\_\_\_\_\_  
Richard S. Murad  
General Manager

Dated: 9/21/15