

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Best Direct (International) Limited	05/28/2009
RECEIVING PARTY DATA	
Name:	Actervis GmbH
Street Address:	c/o Trust Company, Provides PRV AG
Internal Address:	Dorfstrasse 38
City:	Baan
State/Country:	SWITZERLAND
Postal Code:	6431
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D580700
CORRESPONDENCE DATA	
Fax Number:	(415)576-0300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4155760200
Email:	djgibby@townsend.com
Correspondent Name:	Darin J. Gibby
Address Line 1:	Townsend and Townsend and Crew LLP
Address Line 2:	Two Embarcadero Center, 8th Floor
Address Line 4:	San Francisco, CALIFORNIA 94111
ATTORNEY DOCKET NUMBER:	018205-001000US
NAME OF SUBMITTER:	Darin J. Gibby
Total Attachments: 5 source=018205-001000-assignment#page1.tif source=018205-001000-assignment#page2.tif	

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EXECUTION VERSION

THIS DEED is made the 26th day of May 2009

BETWEEN:

- (1) BEST DIRECT (INTERNATIONAL) LIMITED, a company incorporated in England and Wales (registered number 02714232) whose registered office is at Aspect Gate, 166 College Road, Harrow, Middlesex, HA1 1BH ("Assignor"); and
- (2) ACTERVIS GmbH, a company incorporated in Switzerland (registered number 17040036501) whose registered office is at c/o Trust Company, Provides PRV AG, Dorfstrasse 38, 6431 Baan ("Assignee").

WHEREAS:

- (A) The Assignor is the registered proprietor of the trade marks, details of which are set out in Part 1 of the Schedule hereto, and all goodwill subsisting therein (the "Trade Marks");
- (B) The Assignor is the registered proprietor of the registered designs, details of which are set out in Part 2 of the Schedule hereto (the "Designs");
- (C) Pursuant to an acquisition agreement dated 31 March 2008 made between the Assignor and the Assignee (the "Acquisition Agreement"), the Assignee acquired certain assets from the Assignor, used in or relating to the Business, including, *inter alia*, the Trade Marks, the Domain Names and the Designs. The parties now wish to enter into this Deed to effect the legal and beneficial transfer of all rights in and to the Trade Marks and the Designs and to fully vest the same in the Assignee. Capitalised terms used and not defined in this Deed shall have the meanings given to them in the Acquisition Agreement.

NOW THIS DEED WITNESSES as follows:

1. ASSIGNMENT

The Assignor HEREBY irrevocably and unconditionally ASSIGNS to the Assignee with full title guarantee and free from all claims, charges, encumbrances all legal and beneficial right, title and interest in and to the Trade Marks and the Designs together with any accrued rights of action, for the Assignee its successors in title and assigns TO HOLD the same absolutely, throughout the world for the full period of such rights wherever subsisting or acquired and all renewals, reversions and extensions of such rights in perpetuity together with all accrued rights of action in relation to any past or existing infringement of such rights, such assignment to take effect from Completion (as defined in the Acquisition Agreement).

2. FURTHER ASSURANCE

The Assignor shall do or procure to be done all such further acts and things, and execute or procure the execution of all such other documents, as the Assignee may from time to time reasonably require in order to give the Assignee the full benefit of this Deed, whether in connection with any registration of title or other similar right or otherwise.

3. APPLICABLE LAW

This Deed shall be governed by and construed in accordance with English law, and the parties hereto submit to the exclusive jurisdiction of the English courts in respect of any dispute arising out of or in connection with this Deed.

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If and to the extent that this assignment may give rise to a supply for VAT purposes, the Assignor shall issue a VAT invoice to the Assignee and the Assignee shall pay an amount equal to such amount to the Assignor.

IN WITNESS of which this Deed has been executed and delivered on the date stated above.

EXECUTED as & sealed by BEST) Director's
DIRECT (INTERNATIONAL) LIMITED) Signature
acting by:)
) Print Name

Witness's Signature _____

Name: KAREN THORNTON

Address 3, 2nd Floor, AVE

WA7660

W025 car

Occupation: Accountant

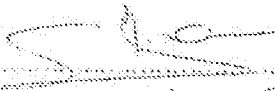
EXECUTED as a deed [but not) Director's
delivered until the date of this) Signature.....
Agreement] by ACTERVIS GmbH) Dr. Herbert Trachtler
acting by its) Print Name.....
director in the presence of:

Witness's Signature

Name

Address

Occupation


Gernot Oliver Pasch
Bachstrasse 160
8050 Zurich
Switzerland
Attorney at Law

PART 2: DESIGNS

	Full Title	Application Date	Application No	Patent No	Grant Date	Renewal Due	Expiry Date	Country	Status
1.	Clothes Hanger	21-Aug-01	01137256.4	230666	03-Apr-02	31-Aug-09	21-Aug-11	China	Granted
2.	Clothes Hanger	22-Aug-01	401073904	401073906	15-Nov-01	25-Aug-13	22-Aug-06	Germany	Granted
3.	Clothes Hanger	23-Feb-01	2093746	2093743	04-Mar-01	23-Feb-11	23-Feb-06	United Kingdom	Granted
4.	Clothes Hanger	21-Aug-01	0111261.6	0111261.6	28-Sep-01	26-Aug-13	21-Aug-06	Hong Kong	Granted
5.	Clothes Hanger	23-Aug-01	28147.169	03557196	10-Dec-02		10-Dec-16	USA	Granted
6.	Perfect Steak Pan	27-Sep-07	07766020-0007	00786020-0001	27-Sep-07	27-Sep-12	27-Sep-32	Community Design	Granted
7.	Perfect Steak Timer	27-Sep-07	000799940-0002	000799920-0002	27-Sep-07	27-Sep-12	27-Sep-32	Community Design	Granted
8.	Perfect Steak Pan	30-Mar-08	20030113014.4					China	Pending
9.	Perfect Steak Timer	26-Mar-08	20030113015.9					China	Pending
10.	Perfect Steak Pan	21-Mar-08	291005.513	0380.700	18-Nov-08		18-Nov-22	USA	Granted
11.	Perfect Steak Timer	21-Mar-08	291005.511					USA	Pending
12.	Perfect Steak Logo	27-Sep-07	000841026	000841026	27-Sep-07	27-Sep-12	27-Sep-32	Community Design	Granted

EXECUTION VERSION

Full Title	Application Date	Application No.	Patent No.	Grant Date	Renewal Due	Expiry Date	Country	Status
13. Perfect Steak Logo	26-Mar-08	20080113916.3					China	Pending