

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
Alberto-Culver International, Inc.		10/19/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	FDS Acquisition, Inc.		
Street Address:	277 Northern Blvd.		
City:	Great Neck		
State/Country:	NEW YORK		
Postal Code:	11021		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0863268	FDS	
Registration Number:	0831204	FDS	
Registration Number:	3469552	FDS	
CORRESPONDENCE DATA			
Fax Number:	6504936811		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	858-350-2300		
Email:	smmartin@wsgr.com		
Correspondent Name:	Matthew J. Bresnahan, Esq.		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	39375-900		
NAME OF SUBMITTER:	Sarah Rollins		

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Signature:	/Sarah Rollins/
Date:	10/19/2012
Total Attachments: 5 source=39375-900-TM-Assignment#page1.tif source=39375-900-TM-Assignment#page2.tif source=39375-900-TM-Assignment#page3.tif source=39375-900-TM-Assignment#page4.tif source=39375-900-TM-Assignment#page5.tif	

GENERAL INTELLECTUAL PROPERTY ASSIGNMENT

This GENERAL INTELLECTUAL PROPERTY ASSIGNMENT is made this 19th day of October, 2012 (this "Assignment"), by ALBERTO-CULVER INTERNATIONAL, INC., a Delaware corporation ("Assignor"), to FDS Acquisition, Inc., a Delaware corporation ("Assignee").

WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of October 19, 2012 (the "Asset Purchase Agreement"; capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement), among Conopco, Inc., a New York corporation, Assignee and Inspired Beauty Brands Holdings, Inc., a Delaware corporation, Assignor is obligated to sell, transfer, assign and deliver to Assignee the Transferred Trademarks, the Additional Trademarks and the Other Transferred Intellectual Property held by it. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern.

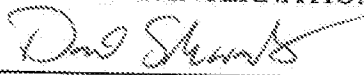
NOW, THEREFORE, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors, legal representatives and assigns all its common law and statutory right, title and interest in the Transferred Trademarks, the Additional Trademarks and the Other Transferred Intellectual Property that are set forth on Schedule A hereto.

Assignor shall execute and deliver such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Assignee, at Assignee's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective as of the date first above written.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed
by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

ALBERTO-CULVER INTERNATIONAL, INC.,

by 

Name: David Schwartz
Title: Vice President

GENERAL INTELLECTUAL PROPERTY ASSIGNMENT SIGNATURE PAGE

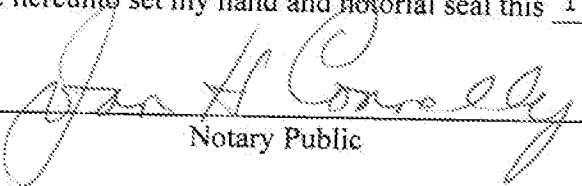
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TRADEMARK
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State of)
New Jersey) SS.
County of Bergen)

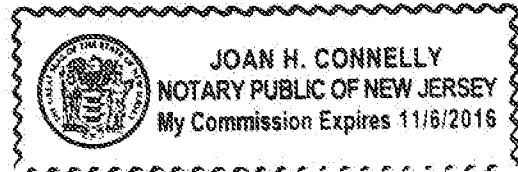
I, a notary public for the state aforesaid, do hereby certify that David Schwartz the authorized signatory of ALBERTO-CULVER INTERNATIONAL, INC., appeared before me this day in person and acknowledged the execution of the foregoing Assignment on behalf of ALBERTO-CULVER INTERNATIONAL, INC. as its free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 17 day of October 2012.



Notary Public

My commission expires



GENERAL INTELLECTUAL PROPERTY ASSIGNMENT SIGNATURE PAGE

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Schedule A

Transferred Trademarks

<i>Country</i>	<i>Trademark</i>	<i>TM Logo</i>	<i>Classes</i>	<i>Application No.</i>	<i>Application date</i>	<i>Registration No.</i>	<i>Registration Date</i>	<i>Status</i>	<i>Renewal Due</i>	<i>Owner</i>
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United States of America	FDS		3, 5	72300507	17 Jun 1968	863268	7 Jan 1969	Registered	7 Jan 2019	Alberto-Culver International, Inc.
<i>Classes</i>										
3										Personal deodorant preparations.
5										Personal deodorant preparations.

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United States of America FDS 5 72256792 20 Oct 1966 831204 27 Jun 1967 Registered 27 Jun 2017 Alberto-Culver International, Inc.

Classes *Goods/Services*
5 **Deodorants**

United States of America FDS 5 78832747 8 Mar 2006 3469552 15 Jul 2008 Registered 15 Jul 2018 Alberto-Culver International, Inc.

Classes *Goods/Services*
5 **Personal lubricants**

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