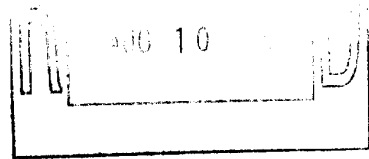


08-21-1998



100798353



orney Docket No. 3852-00003

Form PTO-1594
1-31-92

MJD
8-10-98

U.S. Department of Commerce
Patent and Trademark Office

RECORDATION FORM COVER SHEET PATENTS ONLY

To the Honorable Commissioner of Patents and Trademarks.
Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p style="text-align: center;">Beauty Without Cruelty PLC</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Ltd. Partnership <input checked="" type="checkbox"/> Corporation - State <u>Italy</u> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>		<p>2. Name and address of receiving party(ies):</p> <p style="text-align: center;">Fine Fragrances & Cosmetics Ltd. 74 Oldfield Road Hampton, Middlesex TW12 2HR England</p> <p><input type="checkbox"/> Individual(s) Citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input checked="" type="checkbox"/> Limited Liability _____ <input type="checkbox"/> Corporation-State _____ <input type="checkbox"/> Other _____</p>			
<p>3. Nature of Conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>05/01/98</u></p>		<p>If assignee is not domiciled in the U.S., a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designation must be a separate document from Assignment)</p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>			
<p>4. Application number(s) or registration number(s):</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>A. Trademark Application No. (s)</p> </td> <td style="width: 50%; vertical-align: top;"> <p>B. Trademark Registration No. (s)</p> <p style="text-align: center;">1,252,630</p> </td> </tr> </table> <p style="text-align: center;">Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>				<p>A. Trademark Application No. (s)</p>	<p>B. Trademark Registration No. (s)</p> <p style="text-align: center;">1,252,630</p>
<p>A. Trademark Application No. (s)</p>	<p>B. Trademark Registration No. (s)</p> <p style="text-align: center;">1,252,630</p>				
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Joseph J. Jochman, Jr. ANDRUS, SCEALES, STARKE & SAWALL, LLP 100 East Wisconsin Avenue, Ste. 1100 Milwaukee, Wisconsin 53202</p>		<p>6. Total number of applications and registrations involved: _____</p> <p>7. Total fee (37 CFR 3.41).....\$40.00 <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to charge to deposit</p> <p>8. Deposit account number: <u>01.2000</u> (Attached duplicate copy of this page if paying by deposit account)</p>			
<p>9. Statement and signature:</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</p> <p><u>Barbara A. Johnson</u> <i>Barbara A. Johnson</i> August 5, 1998 Name of Person Signing Signature Date</p> <p>Total number of pages including cover sheet, attachments and document: <u>2</u></p>					

OMB No. 0651-0011 (exp. 4/94)

08/20/1998 10:00:00 AM 100798353

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TRADEMARK
REEL: 1770 FRAME: 0865

DEED OF ASSIGNMENT

THIS ASSIGNMENT is made the 1st day of May 1998 between **BEAUTY WITHOUT CRUELTY PLC** of 37 Avebury Avenue, Tonbridge, Kent, TN9 1TL, England (hereinafter referred to as "the Assignor") and **FINE FRAGRANCES & COSMETICS LTD** of 74 Oldfield Road, Hampton, Middlesex TW12 2HR (hereinafter called "the Assignee").

WHEREAS the Assignor is owner of USA Trade Mark 1252630 **BEAUTY WITHOUT CRUELTY** and **WHEREAS** the parties hereto have agreed on the sale and purchase of the said Trade Marks by the Assignor to the Assignee for the consideration mentioned and on the terms herein provided.

NOW THIS ASSIGNMENT WITNESSETH as follows:

In consideration of the sum of £100 now paid to the Assignor by the Assignee, the receipt whereof the Assignor hereby acknowledges, the Assignor as **BENEFICIAL OWNER** hereby assigns unto the Assignee all the Property right and title in the said Trade Mark with the goodwill of the business in the products in respect of which the said Trade Mark has been used **TO HOLD** unto the Assignee absolutely.

It is hereby certified that the transaction hereby effected does not form part of a larger transaction or of a series of transactions in respect of which the amount or value of the consideration exceeds sixty thousand pounds.

IN WITNESS WHEREOF the parties have executed these presents the day and year first above written.

For and on behalf of
BEAUTY WITHOUT CRUELTY PLC



J. Piccioni - Director

For and on behalf of
FINE FRAGRANCES & COSMETICS LTD



M. A. Bailiwick - Company Secretary