

11-02-1998

1 SHEET
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of

100865404

ne attached original documents or copy thereof.

1. Name of conveying party(ies):
 Beautiful Visions, New York Corp.
 10-21-98

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State New York
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: United Vitamin Manufacturing Corp.
 Internal Address: _____
 Street Address: 90 Orville Drive
 City: Bohemia State: NY ZIP: 11716

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 14, 1998

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 1,796,162

Additional numbers attached? Yes No

B. Trademark registration No.(s)
 < 1,796,162 >

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Olga Gonzalez
 Internal Address: _____
 Street Address: 3191 Coral Way, Suite 609
 City: Miami State: FL ZIP: 33145

6. Total number of applications and registrations involved: one

7. Total fee (37 CFR 3.41):..... \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 07-1550
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
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.

OLGA GONZALEZ Oct 20, 1998
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: one

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

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of information Systems, PK2-100, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK

REEL: 1805 FRAME: 0197

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ASSIGNMENT

WHEREAS, Beautiful Visions, New York Corp., a New York corporation having its principal place of business at 90 Orville Drive, Bohemia, New York 11716, (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the mark FORCELLI which is the subject of United States Trademark Registration No. 1,796,162 for cosmetic products, such as lipsticks, nail polish, mascara, skin creams and lotions, perfume, eyeliners and eye pencils, non-medicated hair care preparations and make-up (hereinafter "The Mark"); and

WHEREAS, United Vitamin Manufacturing Corp., a New York corporation having its principal place of business at 90 Orville Drive, Bohemia, New York 11716, (hereinafter "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under The Mark, and the goodwill associated therewith;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and adequacy of which are hereby mutually acknowledged, ASSIGNOR hereby irrevocably sells, assigns, transfers and conveys unto ASSIGNEE, its successors and assigns, ASSIGNOR'S entire right, title and interest in and to: (a) The Mark; (b) all registrations of The Mark, whether state, federal or foreign; (c) any and all applications to register The Mark, whether state, federal or foreign; (d) all common law rights in, to and under The Mark; (e) all other rights in, to and under The Mark, together with the goodwill of the business symbolized by The Mark; (f) any and all rights to royalties,

profits, compensations, license fees or other payments or remuneration of any kind relating to The Mark and/or the goodwill under The Mark; and (g) all claims or causes of action ASSIGNOR has or may have in connection with The Mark, including but not limited to, the right to sue and recover damages for any and all past infringements of The Mark.

AND, FURTHER, ASSIGNOR hereby covenants that it has full right to convey the entire right herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

IN WITNESS WHEREOF, Beautiful Visions, New York Corp., by an authorized officer of same, has caused this Assignment to be executed on this 14th day of October, 1998.

Beautiful Visions, New York Corp.

BY: Michael C. Duban
Michael C. Duban
Vice President Legal

State of New York)
County of Westchester)

On the 14th day of October, 1998, before me personally came Michael C. Duban, to me known, who, being by me duly sworn, did depose and say that he resides at 81 Main Street, Suite 205, White Plains, New York 10601, that he is the Vice-President, Legal of Beautiful Visions, New York Corp., the corporation described in and which executed the above instrument; and that he/she signed his/her name thereto by authority of the Board of Directors of said corporation.

By: Margaret Ferreri Buchel (Seal)
Notary Public

MARGARET FERRERI Buchel
Notary Public, State of New York
No. 4919619
Qualified in Putnam County
Commission Expires February 8, 192000

OLGA GONZALEZ, P.A.

Attorney at Law
3191 Coral Way, Suite 609
Miami, Florida 33145
Telephone: (305) 446-6789 Telefax: (305) 446-6199

CERTIFICATE OF EXPRESS MAILING

"Express mail" mailing label number EE384148179US
Date of Deposit October 20, 1998

I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 C.F.R. 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE COMMISSIONER OF PATENTS AND TRADEMARKS, BOX ASSIGNMENT, WASHINGTON, D.C. 20231

OLGA GONZALEZ

Name of Person Mailing Paper or Fee



Signature of Person Mailing Paper or Fee

October 20, 1998

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Dear Sir:

Enclosed for recordal is an assignment of US Trademark Registration No. 1,796,162 for the mark FORCELLI. The address of the Assignee is:

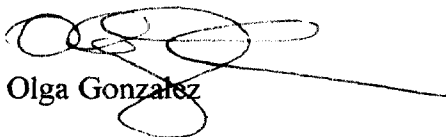
United Vitamin Manufacturing Corp.
90 Orville Drive
Bohemia, New York 11716

The recordal fee of \$40 prescribed by 37 C.F.R. §2.6(b)(6) is submitted herewith as Olga Gonzalez, P. A. Check No. 1540. Any deficiency or overpayment should be charged or credited to Olga Gonzalez, P. A. Deposit Account No. 07-1550. Also enclosed is completed Form PTO-1594. Please return the recorded assignment to the undersigned and forward any communications regarding the document to:

Olga Gonzalez, Esq.
Olga Gonzalez, P. A.
3191 Coral Way, Suite 609
Miami, Florida 33145
Telephone: (305) 446-6789

Thank you for your attention to this matter.

Very truly yours,
OLGA GONZALEZ, P. A.


Olga Gonzalez