

11-18-1998



100901323

FORM PTO-1534

TRADEMARK

Attorney Docket: 6423/53302

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof.

| | |
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| 1. Name of conveying party: <u>WRO</u> Japonisque <u>11-12-98</u> <input checked="" type="checkbox"/> Sole Proprietorship <input checked="" type="checkbox"/> Citizenship: California | 2. Name and address of receiving party: Japonisque Professional Makeup Supplies, Inc. <input checked="" type="checkbox"/> Corporation <input checked="" type="checkbox"/> Citizenship: <u>California</u> Address: 1455 East Francisco Boulevard, Suite G City: San Rafael State: California Zip: 94901 |
| 3. Nature of Conveyance: <input checked="" type="checkbox"/> Trademark Assignment Execution Date: November 9, 1998. | 4. Registration Number(s): 2,063,218; 2,063,219; 2,124,941; and 2,177,791 |
| 5. Name and address of party to whom correspondence concerning document should be mailed: Virginia H. Meyer, Esq. LAW OFFICE OF VIRGINIA H. MEYER 475 Gate Five Road, Suite 275 Sausalito, CA 94965 Telephone (415) 289-7471 Facsimile (415) 331-6068 | 6. Total number of applications or registrations involved: 4 7. Total Fee (37 CFR 3.41): \$16000. [Enclosed]. 8. The Commissioner is hereby authorized to charge any additional fees which may be required in this application under 37 C.F.R. §2.6, or credit any overpayment, to Deposit Account 13-3075. |
| 11/17/1998 DNGUYEN 00000175 2063218 01 FC 481 40.00 DP 02 FC 482 75.00 DP DO NOT USE THIS SPACE | |
| 9. Statement and signature. <i>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.</i> VIRGINIA H. MEYER, ESQ. <u>Virginia H Meyer</u> Nov. 10, 1998 Name of Person Signing Signature Date *Total number of pages comprising cover sheet: 3 Refund Ref: 11/17/1998 DNGUYEN 0000066159 CHECK Refund Total: \$45.00 | |

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

CERTIFICATE OF MAILING BY "EXPRESS MAIL"

"Express Mail" Label No. EE511686521US Date of Deposit: Nov. 10, 1998

I hereby certify that this paper along with other items referred to herein is being deposited with the U. S. Postal Service "Express Mail Post Office to Addressee" Service under 37 CFR 1.10 on the date indicated above and is addressed to the U.S. Patent & Trademark Office, Assignment Division, Box Assignments, CG-4, 1213 Jefferson Davis Hwy., Suite 320 Washington, D.C. 20231.

Depositor's Name: Vivian Cordial, CLA

Signature: Vivian Cordial

**TRADEMARK
REEL: 1815 FRAME: 0385**

TRADEMARK ASSIGNMENT

Whereas, Japonesque, a California sole proprietorship, of which Paula Forberg, also known as P. Forberg, Paula Forberg Beritzhoff and PFB, is sole proprietor, having its principal place of business at 1455 East Francisco Boulevard, Suite G, San Rafael, California 94901 (hereinafter ASSIGNOR), has adopted, used, is using and is the owner of all statutory and common law right, title and interest in and to the following trademarks: LIPSTICK PALETTE, MAKEUP PALETTE and BEAUTY PAINTBOX, some uses of which have now been registered in the United States Patent and Trademark Office (hereinafter said trademarks and said registrations):

| Trademark (Int. Class No.) | Registration No. | Registration Date | Application No. | Filing Date |
|----------------------------|------------------|-------------------|-----------------|---------------|
| LIPSTICK PALETTE (18) | 2,063,218 | May 20, 1997 | 75/115,757 | June 07, 1996 |
| MAKEUP PALETTE (18) | 2,063,219 | May 20, 1997 | 75/115,759 | June 07, 1996 |
| PRECISION LASH CURLER (21) | 2,124,941 | Dec. 30, 1997 | 75/115,760 | June 07, 1996 |
| BEAUTY PAINTBOX (18) | 2,177,791 | Aug. 04, 1998 | 75/115,762 | June 07, 1996 |

Whereas, Japonesque Professional Makeup Supplies, Inc., a California corporation, having its principal place of business at 1455 East Francisco Boulevard, Suite G, San Rafael, California 94901 (hereinafter ASSIGNEE), is desirous of acquiring all statutory and common law right, title and interest in and to said trademarks and said registrations and the goodwill of the businesses symbolized by said trademarks and said registrations therefor.

NOW, THEREFORE, for good and valuable consideration, said ASSIGNOR has assigned and does hereby assign to said ASSIGNEE all statutory and common law right, title and interest in and to said trademarks and said registrations, together with the goodwill of the businesses symbolized by said trademarks and said registrations, together with all rights acquired by use of said trademarks and said registrations, together with all rights of action, in law or in equity, for any past or future infringements, or for passing off by third parties thereof, and together with the right to claim or obtain for the exclusive benefit of said ASSIGNEE, all damages owed by infringers or passers off of said trademarks and said registrations, for any action for infringement or action for passing off committed before or after the present assignment.

Said ASSIGNOR will not retain any significant power, right, or continuing interest, within the meaning of Section 1253 of the U.S. Internal Revenue Code, in said trademarks and said registrations.

Trademark Assignment from Japonesque, a California sole proprietorship
to Japonesque Professional Makeup Supplies, Inc., a California corporation
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Said ASSIGNOR covenants that it will execute all documents, papers, forms, and authorizations and depose to or swear all declarations or oaths which may be necessary for securing, completing or absolutely vesting full right, title and interest to said trademarks and said registrations in favor of said ASSIGNEE, and also to cooperate with said ASSIGNEE in the defense of said trademarks and said registrations as long as necessary to protect and preserve said trademarks.

Signed at Sausalito, California this 9th day of November 1998.

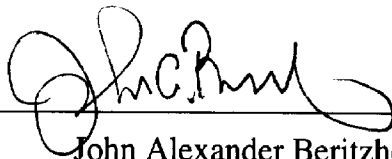
JAPONESQUE
a California sole proprietorship



Paula Forberg, also known as P. Forberg,
Paula Forberg Beritzhoff and PFB
Sole Proprietor

I, John Alexander Beritzhoff, husband of Paula Forberg, also known as P. Forberg, Paula Forberg Beritzhoff and PFB, declare that to the extent I have any California community property interest in and to the Japoneseque trademarks and goodwill owned by my wife and referred to herein, I consent to this assignment.

Signed at Sausalito, California this 9th day of November 1998.



John Alexander Beritzhoff

TMAsgSP-Corp.wpd

Trademark Assignment from Japoneseque, a California sole proprietorship
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