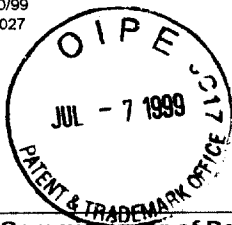


7-749
FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

07-15-1999

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



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**RECORDATION FORM COVER SHEET
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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- ☒ **New**
- ☐ **Resubmission (Non-Recordation)**
Document ID #
- ☐ **Correction of PTO Error**
Reel # Frame #
- ☐ **Corrective Document**
Reel # Frame #

Conveyance Type

- ☒ **Assignment** ☐ **License**
- ☐ **Security Agreement** ☐ **Nunc Pro Tunc Assignment**
Effective Date
Month Day Year
- ☐ **Merger**
- ☐ **Change of Name**
- ☐ **Other**

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

6 99

Formerly

- ☒ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☐ **Corporation** ☐ **Association**
- ☐ **Other**
- ☒ **Citizenship/State of Incorporation/Organization**

Receiving Party

☐ Mark if additional names of receiving parties attached

Name

DBA/KA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- ☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☐ **Corporation** ☐ **Association**
- ☐ **Other**
- ☒ **Citizenship/State of Incorporation/Organization**
- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

07/14/1999 MTHAI1 00000200 75611874

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01 FC:481
02 FC:482

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK

REEL: 001926 FRAME: 0925

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

312/984-3166

Name

Wendi E. Sloane, Esq.

Address (line 1)

333 W. Wacker Drive, Suite 2700

Address (line 2)

Chicago, Illinois 60606

Address (line 3)

Address (line 4)

PagesEnter the total number of pages of the attached conveyance document
including any attachments.

#

0

Trademark Application Number(s) or Registration Number(s)☐

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).**Trademark Application Number(s)****Registration Number(s)**

75/611,874

75/601,081

75/601,082

75/601,003

Number of Properties

Enter the total number of properties involved.

#

4

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

115.00

Method of Payment:

Enclosed ☒Deposit Account ☐

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes ☐No ☐**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. Charges to deposit account are authorized, as
indicated herein.

Wendi E. Sloane, Esq.

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, Marcia Kilgore ("Assignor"), a Canadian citizen, having her principal place of business at 568 Broadway, New York, New York 10012, United States of America, is the owner of the entire right, title and interest in the trademarks, corresponding trademark applications and registrations, including the goodwill of the business symbolized thereby and associated therewith set forth in Schedule A attached hereto and incorporated herein (hereinafter the "Trademarks");

WHEREAS, Bliss World LLC ("Assignee"), a limited liability company organized and existing under the laws of the State of Delaware, desires to acquire all right, title and interest in the Trademarks, together with the goodwill of the business symbolized thereby and associated therewith;

WHEREAS, concurrently with the execution hereof, Assignor and Assignee are entering into that certain Contribution Agreement dated February 16, 1999 (the "Agreement");

WHEREAS, capitalized terms, unless otherwise defined herein, shall have the meanings assigned to them in the Agreement;

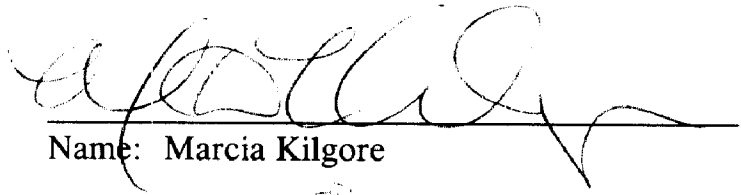
NOW THEREFORE, TO ALL WHOM IT MAY CONCERN:

For good and valuable consideration, the receipt and sufficiency of which are acknowledged by Assignor, Assignor does hereby sell, transfer, convey and assign to Assignee, Assignor's entire right, title and interest in and to said Trademarks together with the goodwill of the business symbolized thereby and associated therewith, and the right to sue and recover for any infringements of said Trademarks, the Trademarks to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure the rights hereby conveyed. Assignor further represents and warrants and covenants to Assignee that Assignor has the full right and authority to convey the right, title and interest herein assigned.

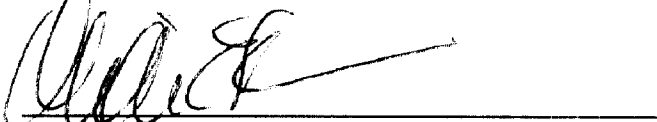
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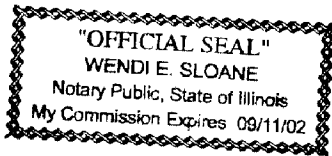
IN TESTIMONY WHEREFORE, Assignor has caused this instrument to be signed by its authorized officer as shown below.


Name: Marcia Kilgore

Dated as of June 30, 1999.

SUBSCRIBED & SWORN TO July
before me this 7th day of ~~June~~, 1999.


Notary Public
My Commission expires: 9-11-02



SCHEDULE A

| Country | Mark | International Classes | Registration No. | Registration Date | Serial No. | Filing Date | Status |
|---------------|------------------------------|---|---------------------|----------------------|------------|-------------------|---------|
| United States | GIRLY GIRL | 3 (Cosmetics) | | | 75/611,874 | December 23, 1998 | Pending |
| United States | TOLL & STRESS FREE NUMBER | 35 (Advertising and business services) | | | 75/601,081 | December 7, 1998 | Pending |
| United States | LABORATOIRE REMEDE | 3 (Cosmetics and cleaning preparations) | | | 75/601,082 | December 7, 1998 | Pending |
| United States | JUST ADD WATER | 3 (Cosmetics and cleaning preparations) | | | 75/601,003 | December 7, 1998 | Pending |

RECORDED: 07/07/1999

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