

**MLD**  
**9-15-99**



09-21-1999  
101150440

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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 BeneFit Cosmetics, Inc.

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization California

#### Receiving Party

Mark if additional names of receiving parties attached

Name BeneFit Cosmetics, LLC

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 333 Kearney Street

Address (line 2) 2nd Floor

Address (line 3) San Francisco

California

94108

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other limited liability company

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.)

Citizenship/State of Incorporation/Organization Delaware

#### FOR OFFICE USE ONLY

09/17/1999 WTHM1 0000109 501004 2171236  
FC:481 40.00 EP  
FC:482 185.00 CH 273.00 EP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0661-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0661-0027, Patent and Trademark Assignment Practices. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231  
**TRADEMARK**

REEL: 001970 FRAME: 0183

**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

312/984-4166

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

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

#

4

**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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	2,171,296	2,161,910	1,582,141
<input type="text"/>	<input type="text"/>	<input type="text"/>	1,772,618	1,772,620	2,263,073
<input type="text"/>	<input type="text"/>	<input type="text"/>	2,012,121	2,043,306	2,263,077

**Number of Properties**

Enter the total number of properties involved.

#

2

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

540.00

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

9-14-99

Date Signed

FORM PTO-1618C  
Expires 08/30/88  
OAH 0881-0027

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

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



**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

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 the Assignment.)

**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)**

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<input type="text"/>	<input type="text"/>	<input type="text"/>

**Registration Number(s)**

2,012,118	2,167,622	2,263,076
2,159,030	2,012,120	1,964,126
2,243,638	2,012,119	2,261,089
2,263,072	2,062,301	2,162,192
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TRADEMARK  
REEL: 001970 FRAME: 0185

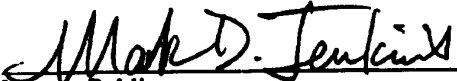
IN TESTIMONY WHEREFORE, Assignor has caused this instrument to be signed by its authorized officer as shown below.

BeneFit Cosmetics, Inc.

  
By: Jane Ford  
Title: President

Dated as of September 13, 1999


SUBSCRIBED & SWORN TO  
before me this 13<sup>th</sup> day of September, 1999.

  
Notary Public  
My Commission expires: JAN. 11, 2002



**SCHEDULE A**  
**(Registered Applications)**



Country	Mark	International Classes	Reg. No.	Filing Date
United States	Aruba In A Tuba	3	2,171,296	07/07/98
United States		3	2,161,910	06/02/98
United States	BeneFit (logo)	3	1,582,141	02/13/90
United States	BeneFit (logo)	3	1,772,618	05/18/93
United States	Benefit for Beauty	3	1,772,620	05/18/93
United States	Benetint	3	2,263,073	07/20/99
United States	Boi-ing	3	2,012,121	10/29/96
United States	Boo Boo Zap	3	2,043,306	03/11/97
United States	D'Eye'Namite	3	2,265,077	07/27/99
United States	De-Groovie	3	2,012,118	10/29/96

WES.LVMH028.BENEFIT-SCHEDULE A-REGISTERED APPLICATIONS

**TRADEMARK**  
**REEL: 001970 FRAME: 0187**

<b>Country</b>	<b>Mark</b>	<b>International Classes</b>	<b>Reg. No.</b>	<b>Filing Date</b>
United States	Gilded	3	2,167,622	06/23/98
United States	High Beam	3	2,263,076	07/20/99
United States	It Stick	3	2,159,030	05/19/98
United States	Lemon-Aid	3	2,012,120	10/29/96
United States	Lip Plump	3	1,964,126	03/26/96
United States	Mr. Frosty	3	2,243,638	05/04/99
United States	Ooh La Lift	3	2,012,119	10/29/96
United States	She-Laq	3	2,261,089	07/13/99
United States	Smooch	3	2,263,072	07/20/99
United States	Thigh Hopes	3	2,062,301	05/13/97
United States	Who Says Makeup Has To Be Serious To Be Good?	3	2,162,192	06/02/98