

FORM PTO-1594
(Rev. 5-93)

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05-31-2000

SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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



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To the Honorable Commissioner of P.

101369497

ached original documents or copy thereof.

1. Name of conveying party(ies):

Thane Marketing

APR 26 2000

- Individual(s)
- General Partnership
- Corporation-State
- Other

- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

Name: Thane International, Inc.

Internal Address:

Street Address: 6320 Canoga Avenue
Suite 1600

City: Woodland State: CA ZIP: 91367
Hills

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 24, 2000

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,282,132

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Scott W. Kelley
 KELLY BAUERSFELD LOWRY & KELLEY, LLP
 Internal Address: 6320 Canoga Avenue
 Suite 1650
 Woodland Hills, CA 91367
 Street Address: same

City: State: ZIP:

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6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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40.00 OP

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.

Scott W. Kelley
Name of Person Signing

Scott W. Kelley
Signature

April 26, 2000
Date

Total number of pages including cover sheet, attachments, and document:

3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK ASSIGNMENT

WHEREAS, Thane Marketing, a corporation of the State of California, as indicated on the records of the U.S. Patent and Trademark Office, owns the U.S. Trademark Registration identified as follows:

1. U.S. Trademark Registration No. 2,282,132, registered September 28, 1999, for the mark CALIFORNIA BEAUTY.

WHEREAS, Thane International, Inc., a corporation of the State of Delaware, with its principal place of business at 6320 Canoga Avenue, Suite 1600, Woodland Hills, California 91367, is desirous of acquiring the above-identified U.S. Trademark Registration, together with all associated good will.

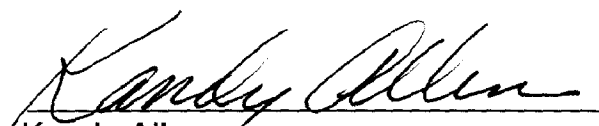
NOW, THEREFORE, for good and valuable consideration, Thane Marketing, a California Corporation, assigns and transfers to Thane International, Inc., a Delaware Corporation, all right, title and interest in and to the above-identified trademark registration and all good will of the business symbolized by this mark.

The Commissioner of Patents and Trademarks is requested to record this Assignment in the files of the U.S. Patent and Trademark Office and return it to the attorneys of record:

Scott W. Kelley
KELLY BAUERSFELD LOWRY & KELLEY, LLP
6320 Canoga Avenue
Suite 1650
Woodland Hills, California 91367

THANE MARKETING

Date: April 24, 2000


Kandy Allen
Secretary

State of California)
County of Riverside)

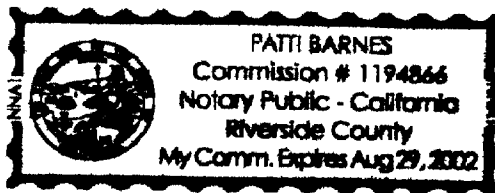
On April 24, 2000 before me, PATTI BARNES, Notary Public,
personally appeared KANDY ALLEN,

personally known to me

proved to me on the basis of satisfactory evidence to be the person
whose name is subscribed to the within instrument and acknowledged to
me that she executed the same in her authorized capacity, and that by her
signature on the instrument the person, of the entity upon behalf of which
the person acted, executed the instrument.

WITNESS my hand and official seal.

Patti Barnes
(Signature of Notary)

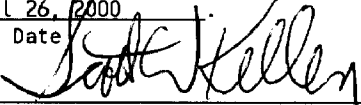


I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Arlington, VA 22202 on

April 26, 2000

Date

By:



Scott W. Kelley, Reg. No. 30,762

April 26, 2000

Date of Signature