



11-17-00

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To the Honorable Commissioner of Patents

101542846

attached original documents or copy thereof.

1. Name of conveying party(ies):
 Wilson, Herbert L., D.B.A.
 Wilson Marketing Enterprises

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

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

2. Name and address of receiving party(ies)

Name: Fran Wilson Creative Cosmetics, Inc.
 Internal Address: _____

Street Address: 515 Madison Avenue
 City: New York State: N.Y. ZIP: 10022

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: November 2, 2000

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,194,179

Additional numbers attached? Yes No

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

Name: HOWARD N. ARONSON

Internal Address: _____

Street Address: LACKENBACH SIEGEL
ONE CHASE ROAD

City: SCARSDALE State: NY ZIP: 10583

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

Please charge any additional fees due, or credit any over payment to:

8. Deposit account number: 10-0100
 (Attach duplicate copy of this page if paying by deposit account)

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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.

HOWARD N. ARONSON [Signature]
 Name of Person Signing Signature

11-15-2000
 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
 REEL: 002190 FRAME: 0989

ASSIGNMENT

WHEREAS, Herbert L. Wilson, d/b/a Wilson Marketing Enterprises, a United States citizen, with offices located at 515 Madison Avenue, New York, New York 10022, was the owner of all right, title and interest in and to the below listed Mark which has been registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
LIBIDO	1,194,179	April 27, 1982

(hereinafter referred to as the "Mark");

WHEREAS, Fran Wilson Creative Cosmetics, Inc., a corporation organized and existing under the laws of the State of New York, with offices located at 515 Madison Avenue, New York, New York 10022, was desirous of acquiring the aforesaid Mark, together with the goodwill of the business symbolized by the Mark;

WHEREAS, by agreement, Fran Wilson Creative Cosmetics, Inc. received the entire right, title, and interest in and to the aforesaid Mark, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of Fran Wilson Creative Cosmetics, Inc.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said Herbert L. Wilson, d/b/a Wilson Marketing Enterprises, hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said Fran Wilson Creative Cosmetics, Inc. all rights, title and interest in and to said Mark, including the registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Mark and the registration thereof.

HERBERT L. WILSON

By: 
d/b/a WILSON MARKETING ENTERPRISES

Dated: Nov 2, 2000