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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

William Guthy

- Individual(s) [checked] Association [ ] General Partnership [ ] Limited Partnership [ ] Corporation-State [ ] Other [ ]

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

2. Name and address of receiving party(ies)

Name: Lola Cosmetics, LLC

Internal

Address:

Street Address: 4600 Encino Avenue

City: Encino State: CA Zip: 91316

- Individual(s) citizenship [ ] Association [ ] General Partnership [ ] Limited Partnership [ ] Corporation-State [ ]

[checked] Other CA - Limited Liability Co.

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 [checked] Merger [ ] Security Agreement [ ] Change of Name [ ] Other [ ]

Execution Date: August 29, 2001

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

A. Trademark Application No.(s)

76/235,183

B. Trademark Registration No.(s)

Additional number(s) attached [ ] Yes [checked] No

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

Name: Marnie Wright Barnhorst

Internal Address: The Trademark Group

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40

- Enclosed [checked] Authorized to be charged to deposit account [ ]

8. Deposit account number:

500-405

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

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.

Marnie Wright Barnhorst Name of Person Signing

Signature

9.6.01 Date

Total number of pages including cover sheet, attachments, and document: 2

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

TRADEMARK REEL: 002369 FRAME: 0606

ASSIGNMENT OF FEDERAL INTENT-TO-USE APPLICATION

WHEREAS, William Guthy ("Assignor"), an Individual having a place of business at 4570 Encino Avenue, Encino, CA 91316, intends to use the mark **LOLA** in commerce and has filed an application, now assigned Serial No. 76/235,183, with the United States Patent and Trademark office under Section 1(b) of the Trademark Act, indicating that intention, but has not yet filed an allegation of use under Sections 1(c) or 1(d) of the Trademark Act, and

WHEREAS, Assignor is assigning the mark in the above-identified application and substantially all of the business or the portion thereof to which the mark pertains, as required by 15 U.S.C. Section 1060; and

WHEREAS, Lola Cosmetics, LLC ("Assignee"), a California Limited Liability Company, having a place of business at 4600 Encino Avenue, Encino, CA 91316, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark and said application therefor, together with all common law rights and the goodwill of the business symbolized by said trademark.

Signed at Santa Monica, this 29<sup>th</sup> day of August, 2001.

W. Guthy  
William Guthy

STATE OF California )  
COUNTY OF Los Angeles )

On 8-29, 2001 before me, the undersigned Notary Public, personally appeared William Guthy

personally known to me  
or  
\_\_\_\_\_ 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 he/she executed the same in his/her capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Patricia Lucas Woodruff

(S E A L)

