

10-24-2001



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

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):

Victoria Jackson

10-15-01

- 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 [] Other [checked] Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [checked] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [] Yes [checked] No

3. Nature of conveyance:

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

Execution Date: October 4, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,431,668

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

Street Address: 2200 Symphony Towers 750 B Street

City: San Diego State: CA Zip: 92101

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)

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.

Marnie Wright Barnhorst Name of Person Signing

[Signature] Signature

10.11.01 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: 002387 FRAME: 0313

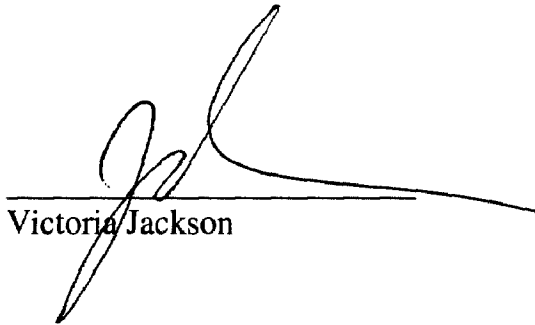
ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Victoria Jackson ("Assignor"), an individual, having a place of business at 4570 Encino Avenue, Encino, California, 91316, is the owner of the trademark LOLA registered in the United States Patent and Trademark Office on March 10, 1987 and assigned Registration No: 1,431,668;

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 registered trademark;

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

Signed at ENCINO CA, this 7th day of OCT., 2001.

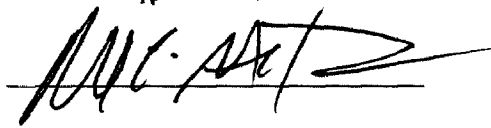

Victoria Jackson

STATE OF California
COUNTY OF Los Angeles)
SS.

On October 4, 2001, before me, the undersigned Notary Public, personally appeared Victoria Jackson

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.



(SEAL)

