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PATENTS, TRADEMARKS, COPYRIGHTS

01-15-2002



101946806

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November 29, 2001

U.S. Patent and Trademark Office
Assignment Division
Box Assignments
North Tower Building
2800 Crystal Drive
Washington, D.C. 20231

1/8/02

Re: Bliss Ltd.
Case No. 5
Registration No. 2,397,257
Issued: October 24, 2000
For: TM MOISTURE BLISS

Sir:

Please record the attached original document or copy thereof.

1. Name of conveying party(ies):

Graham Webb International Limited Partnership

2. Name and address of receiving party(ies):

Bliss Ltd.
3232 Lake Avenue
Suite 380 at Edens Plaza
Wilmette, IL 60091

3. Nature of Conveyance:

Trademark Assignment dated September 19, 2001.

4. The above-identified document being executed on September 19, 2001
is being filed in connection with Trademark Registration No. 2,397,257
issued October 24, 2000.

01/15/2002 TDIAZ1 00000037 2397257
01 FC:481 40.00 DP

TRADEMARK
REEL: 002424 FRAME: 0194

Assistant Commissioner for Trademarks

November 29, 2001

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

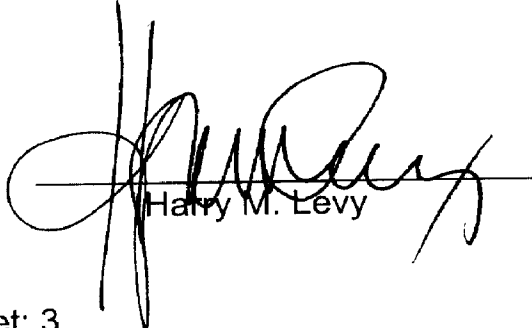
Harry M. Levy, Esq.
Emrich & Dithmar
Suite 3000
300 South Wacker Drive
Chicago, Illinois 60606

6. Total number of registrations involved: 1
7. Total fee enclosed (37 CFR 3.41): \$ 40.00
8. Please charge any additional fees or credit any overpayment to Deposit Account No. 05-1060. A duplicate copy of this letter is enclosed.
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.

Date: _____

11/29/01


Harry M. Levy

Total Number of Pages Including Cover Sheet: 3

TRADEMARK ASSIGNMENT

WHEREAS, Graham Webb International Limited Partnership (hereinafter "Assignor"), a Minnesota limited partnership having a principal place of business at 5823 Newton Drive, Carlsbad, California 92008, is the record owner of U.S. Trademark Registration No. 2,397,257 issued on October 24, 2000 for the mark MOISTURE BLISS;

WHEREAS, Bliss, Ltd. (hereinafter Assignee"), an Illinois corporation having a principal place of business 3232 Lake Street, Wilmette, Illinois, is desirous of acquiring all right, title and interest in and to said registered United States trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in the United States in and to said trademark, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

EXECUTED this 19 day of SEPTEMBER, 2001.

GRAHAM WEBB INTERNATIONAL
LIMITED PARTNERSHIP



By: TR

Printed Name: RICK KENDRICK

Title: President / CEO

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO) ss

Subscribed and sworn to before me a Notary Public, this 19 day of SEPTEMBER, 2001.

Gail Ann McNeal

Notary Public
My Commission Expires 1-15-03