

02-26-2002



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

101992982

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

1. Name of conveying party(ies): 2-4-02 Niragongo inc. Individual(s) Association General Partnership Limited Partnership Corporation-State Other Massachusetts Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Physician's Formula Internal Address: Street Address: 1055 West Eighth Street City: Azusa State: CA Zip: 91702 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State California 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 Corrective (please see attached) Execution Date:

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 78/025,612 B. Trademark Registration No.(s) Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Lile H. Deinard Internal Address: Dorsey & Whitney LLP 15th Floor Street Address: 250 Park Avenue City: New York State: NY Zip: 10177

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:

DO NOT USE THIS SPACE

9. Signature. Lile H. Deinard Signature Date 1/16/02 Name of Person Signing Total number of pages including cover sheet, attachments, and document: 3

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

02/25/2002 TBIAZ1 00000049 78025612 01 FC:481 40.00 OP

TRADEMARK REEL: 002448 FRAME: 0877

3. Nature of Conveyance:

Corrective assignment to correct trademark application no.

78/025,612 due to a typographical error was previously recorded on

Reel/Frame No. 2239/0254

TRADEMARK ASSIGNMENT QUERY AS OF 9/19/2001 9:5:41  
REEL/FRAME DATA

REEL: 2239  
FRAME: 0254

DATE LAST UPDATED: 05/12/2001  
DATE IN SYSTEM:  
DATE KEYED IN:  
RECORDATION DATE: 01/03/2001  
DATE MAILED: 05/12/2001  
ASSIGNMENT RECEIPT DATE: 05/01/2001  
CONVEY EFFECTIVE DATE:

NUMBER OF PAGES: 005

ELECTRONIC SUBMISSIONN  
PTAS SUBMISSION: Y

**CORRESPONDENCE**

NAME: NAOMI ASSIA  
1649 KAISER AVENUE  
IRVINE, CALIFORNIA 92714

BRIEF CODE: 22

BRIEF TEXT: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

ENTRY: 001  
NAME: NIRAGONGO TECHNOLOGIES LTD.  
FORMERLY:  
ENTITY: 03 - CORPORATION  
ENTITY TEXT:  
CITIZENSHIP: ILX - ISRAEL  
EXECUTION DATE: 10/01/2000

**RECEIVING PARTY DATA**

ENTRY: 600  
NAME: NIRAGONGO INC.  
COMPOSED OF:  
DBA/AKA/TA:  
ADDRESS: P.O.B. 15205  
BOSTON  
STE/CTRY CODE: MA - MASSACHUSETTS  
ZIP CODE: 02215  
ENTITY: 03 - CORPORATION  
ENTITY TEXT:  
CITIZENSHIP: -

**DOMESTIC REPRESENTATIVE DATA**

NAME:

**PROPERTY DATA**

SERIAL NUMBER: 78025612  
REGISTRATION NUMBER: 00000000  
WORD MARK: HEART OF GOLD  
MARK DESCRIPTION: WORDS, LETTERS, OR NUMBERS IN TYPED FORM  
LOCATION: 710 - DIVISIONAL UNIT  
LOCATION DATE: 08/03/01  
EXAMINER: GASKINS, TONJA M

FILING DATE: 09/13/2000  
ISSUE DATE: 00/00/0000

[Typed Drawing]

Mark

HEART OF GOLD

Goods and Services

IC 003. US 001 004 006 050 051 052. G & S: Cosmetics and skin care products, namely, lip color

Mark Drawing Code

(1) TYPED DRAWING

Serial Number

78025612

Filing Date

September 13, 2000

Filed ITU

FILED AS ITU

Publication for Opposition Date

May 8, 2001

Owner Name and Address

(APPLICANT) Physicians Formula Cosmetics, Inc. CORPORATION CALIFORNIA  
1055 West Eighth Street Azusa CALIFORNIA 91702

Assignment Recorded

ASSIGNMENT RECORDED

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Daphne Sheridan Bass