

05-31-2002



102108336

To The Honorable Commissioner of Patents and Trademarks

attached original document or copy thereof.

1. Name of conveying party(ies):

Tova Beverly Hills, Inc.  
(Nevada Corporation)

5-29-02

2. Name and address of receiving party(ies)

Name: TBH Marks, Inc.

Internal Address:

Street Address: 222 Delaware Avenue  
Suite 1448

City: Wilmington State: DE Zip: 19801

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

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- X Corporation State Delaware
- Other

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

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:

- X Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 25, 2002

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

A) Trademark Application No.(s)

B) Trademark Registration No.(s)

See Schedule A Attached

Additional numbers attached?  Yes  No

RECEIVED  
MAY 29 11:24  
TRADEMARK SECTION

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

CAESAR, RIVISE, BERNSTEIN,  
COHEN & POKOTILOW, LTD.

Attn: Manny D. Pokotilow, Esq.  
12<sup>th</sup> Floor - 7 Penn Center  
1635 Market Street, Phila, PA 19103-2212

6. Total number of applications and registrations involved..... 25  
1 @ \$40.00 and 24 @ \$25.00  
7. Total fee (37 CFR 3.41)..... \$ 640

Authorized to Charge to Deposit Account No. 03-0075 (duplicate attached)

DO NOT USE THIS SPACE

8. 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.

Manny D. Pokotilow

Name of Person Signing

*Manny D. Pokotilow*  
Signature

May 20, 2002

Date

05/30/2002 6TOM11 00000233 030075 75701098

Total number of pages including cover sheet, attachments and document: 5

01 FC:481 40.00 CH  
02 FC:482 600.00 CH

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks; Box Assignments; Washington DC 20231

Mark	Country	Serial No.	Date Filed	Reg. No.	Registration Date	Actions Due
TOVA SECRETS	United States	75/701,098	May 7, 1999	2,372,500	August 1, 2000	Section 8 & 15: due August 1, 2006
TIME LIFT	United States	75/529,140	July 31, 1998	2,496,609	October 9, 2001	Section 8 & 15: due October 9, 2007
TOVA (Stylized)	United States	73/414,287	February 22, 1983	1,295,432	September 18, 1984	Renewal Due: September 18, 2004
BODY, MIND & SPIRIT	United States	73/767,189	December 5, 1988	1,560,384	October 17, 1989	Renewal Due: October 17, 2009
PLUMP-IT-UP	United States	75/785,844	August 26, 1999	2,502,770	October 30, 2001	Section 8 & 15: due October 20, 2007
TOVA NIGHTS	United States	75/698,641	May 6, 1999	2,374,879	August 8, 2000	Section 8 & 15: due August 8, 2006
HANDSOME	United States	74/578,735	September 26, 1994	1,989,182	July 23, 1996	Section 8 & 15: due July 23, 2002
TOVA (Stylized)	United States	73/616,274	August 22, 1986	1,464,964	November 10, 1987	Renewal Due: November 10, 2007
TOVA	United States	75/582,772	November 4, 1998	2,374,425	August 8, 2000	Section 8 & 15: due August 8, 2006
TOVA	United States	75/582,620	November 4, 1998	2,309,061	January 18, 2000	Section 8 & 15: due January 18, 2006
TOVA	United States	75/582,771	November 4, 1998	2,354,758	June 6, 2000	Section 8 & 15: due June 6, 2006
MORE THAN COLOR	United States	75/594,279	November 18, 1998	2,376,095	August 8, 2000	Section 8 & 15: due August 8, 2006
TOVA SECRETS ON LOCATION	United States	75/529,100	July 31, 1998	2,534,456	January 29, 2002	Section 8 & 15: due January 29, 2008
TOVA.CALM	United States	75/658,220	March 11, 1999	2,476,308	August 7, 2001	Section 8 & 15: due August 7, 2007
CACTINE	United States	76/035661	April 26, 2000	2,438,622	March 27, 2001	Section 8 & 15: due March 27, 2007
CACTINE 1	United States	73/256,374	March 28, 1980	1,200,086	July 6, 1982	Renewal Due: July 6, 2002

Mark	Country	Serial No.	Date Filed	Reg. No.	Registration Date	Actions Due
CACTINE CACTISOMES	United States	74/718,524	August 21, 1995	2,059,947	May 6, 1997	Section 8 & 15 due: May 6, 2003
TOVA.CALM	United States	76/023,291	April 11, 2000	2,546,100	March 12, 2002	Section 8 & 15 due: March 12, 2008
STUDIO COLOR COLLECTION	United States	76/124,413	September 8, 2000	2,524,644	January 1, 2002	Section 8 & 15 due: January 1, 2008
EYE FORGIVENESS	United States	76/222,857	March 9, 2001	N/A	N/A	Pending
LIP REDEEMER	United States	76/222,858	March 9, 2001	N/A	N/A	Pending
SKIN TRIAGE	United States	76/254,255	May 8, 2001	N/A	N/A	No response filed – being abandoned
Design (Cross)	United States	76/254,256	May 8, 2001	N/A	N/A	No response filed – being abandoned
TOVA LABORATORIES	United States	76/253,743	May 8, 2001	N/A	N/A	OA Response due: April 3, 2002 – to be abandoned
TOVA LABORATORIES	United States	76/253,740	May 8, 2001	N/A	N/A	OA Response due: April 3, 2002 – to be abandoned

## ASSIGNMENT OF TRADEMARKS

WHEREAS, TOVA BEVERLY HILLS, INC. ("Assignor"), a Nevada corporation with its principal place of business at 12997 Las Vegas Blvd., Las Vegas, Nevada 89124, has used and is using in its business numerous trademarks (hereinafter the "Marks"), as more fully set forth in Schedule A attached hereto, including, *inter alia*, those trademarks for which applications have been filed and/or registrations obtained in the United States and abroad; and

WHEREAS, TBH MARKS, INC. ("Assignee"), a Delaware corporation having its principal place of business at 222 Delaware Ave., Suite 1448, Wilmington, DE 19801, is desirous of acquiring all right, title and interest in and to the said Marks, together with the goodwill of the business symbolized by the Marks and the registrations thereof and applications therefor;

WHEREAS, it is desired that the assignment of said Marks, and registrations and applications therefor, be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof and applications therefor, along

with all rights to damages and profits, due or accrued, arising out of past infringements of said Marks, and the right to sue for and recover the same, with delivery and transfer pursuant to this assignment to occur at Assignee's above office in Wilmington, Delaware.

WITNESS

TOVA BEVERLY HILLS, INC.

By: Tova Borgwiner

Printed Name: Tova Borgwiner

Title: President

Date: April 25<sup>th</sup> 2002

Acknowledgement by Assignee of receipt of Marks at its offices in Wilmington, Delaware.

TBH MARKS, INC.

By: [Signature]

Title: President

Date: 4/25/02