TRADEM

01-17-2003

RM

Attorney Docket No. P444.22-0001 DRF:dkm

THE REAL PROPERTY OF THE PROPE	
To the Honorable 102341099, aucmarks: Please r	ecord the attached original document or copy thereof.
Name of conveying party: HIJ, LLC d/b/a Progressive Beauty Brands	2. Name and address of receiving party(ies):
[] Individual(s) [] Association /2-23-03	Name: Sweet Spot Labs, Inc. Internal Address:
[] General Partnership [] Limited Partnership	Internal Address: Street Address: 15332 Antioch Street, Suite 418
[x] Corporation-State [] Other <u>Explain</u>	City Pacific Palisades State CA ZIP 90272
Additional name(s) of conveying party(ies) attached? [] Yes [x] No	[] Individual(s) Citizenship
3. Nature of Conveyance:	[] Association
[x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other	[] General Partnership [] Limited Partnership [x] Corporation-StateDelaware
	[] Other
Execution Date: December 17, 2002	If assignee is not domiciled in the United States, a domestic representative designation is attached [] Yes [x] No (Designation must be a separate document from Assignment) Additional name(s) & address(es) attached? [] Yes [x] No
4A. Application No.(s)	4B. Registration No.(s)
76/426,394	
Additional numbers attached? [] Yes [x] No	Additional numbers attached? [] Yes [x] No
5. Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved: 1
Name: <u>David R. Fairbairn</u> KINNEY & LANGE, P.A.	7. Total fee (37 CFR 2.6(b)(6)):\$ 40.00
Street Address: THE KINNEY & LANGE BUILDING 312 South Third Street	8. Method of Payment
City: Minneapolis State: MN ZIP 55415-1002	[X] Enclosed
/16/2003 GTON11 00000153 76426394	[X] The Commissioner is authorized to charge payment of any additional recording fees or credit any overpayment to deposit account No. 11-0982. A duplicate copy of this page is enclosed.
FC:8521 40.00 0P \ DO NOT USE TH	
9. Statement and signature.	
To the best of my knowledge and belief, the foregoing information is troriginal document.	rue and correct and any attached copy is a true copy of the
David R. Fairbairn	
Name of Person Signing	101
Signature 14	<u>/9/02</u> /Date
_	r of pages including cover sheet, attachments and document: [2]

ASSIGNMENT

HIJ, LLC d/b/a Progressive Beauty Brands has an office and principal place of business at 7125 Sandburg Road, Golden Valley, MN 55427, a Minnesota corporation (herein "Assignor"), and has adopted the mark SWEET SPOT LABS for which the Assignor has filed an intent-to-use application for registration in the United States Patent and Trademark Office, Serial No. 76/426,394, filed July 1, 2002.

Sweet Spot Labs, Inc. has an office and principal place of business at 15332 Antioch Street, Suite 418, Pacific Palisades, CA 90272, a Delaware corporation (herein "Assignee") and desires to acquire the HIJ, LLC d/b/a Progressive Beauty Brands entire right, title and interest in and to the mark and the above-identified application.

For good and valuable consideration, the receipt and adequacy of which are acknowledged, the Assignor assigns to the Assignee the HIJ, LLC d/b/a Progressive Beauty Brands entire right, title and interest in and to the mark, together with the goodwill of the business associated with the mark, and the above-identified application.

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НИ. LLC da	6/a P k (2	GRESSIVE BEAUT	Y BRANDS

Richard M. Goldberg
CEO

Date: 17 17 02

STATE OF Minnesota

) ss.

COUNTY OF Hennepin

Subscribed and sworn to before me, a Notary Public, this // day of December. 2002.

Notary Public

(SEAL)



RECORDED: 12/23/2002

TRADEMARK
REEL: 002651 FRAME: 0532