

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------|----------|----------------|-------------------------|
| Human Pheromone Sciences, Inc. | | 04/14/2003 | CORPORATION: CALIFORNIA |

RECEIVING PARTY DATA

| | |
|-----------------|-----------------------------|
| Name: | Niche Marketing Group, Inc. |
| Street Address: | 35 Engel Street |
| City: | Hicksville |
| State/Country: | NEW YORK |
| Postal Code: | 11801 |
| Entity Type: | CORPORATION: NEW YORK |

PROPERTY NUMBERS Total: 9

| Property Type | Number |
|----------------------|---------|
| Registration Number: | 1867411 |
| Registration Number: | 1868809 |
| Registration Number: | 1870296 |
| Registration Number: | 1975469 |
| Registration Number: | 2061700 |
| Registration Number: | 2099664 |
| Registration Number: | 2105624 |
| Registration Number: | 2169749 |
| Registration Number: | 2205136 |

CORRESPONDENCE DATA

Fax Number: (212)319-4090

900001132

**TRADEMARK
REEL: 002688 FRAME: 0851**

CH \$240.00 1867411

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212.318.6000
Email: catherineclayton@paulhastings.com
Correspondent Name: Catherine M. Clayton, Esq.
Address Line 1: 75 East 55th Street
Address Line 2: Paul, Hastings, Janofsky & Walker
Address Line 4: New York, NEW YORK 10022

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|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 36397.00001 |
| NAME OF SUBMITTER: | Catherine M. Clayton |

Total Attachments: 1
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SHORT FORM TRADEMARK ASSIGNMENT

This AGREEMENT is dated as of April 14, 2003 between Human Pheromone Sciences, Inc. of 84 West Santa Clara Street, Suite 720, San Jose, California 95113 ("HPSI") and Niche Marketing Group, Inc. of 35 Engel Street, Hicksville, New York 11801 ("Niche").

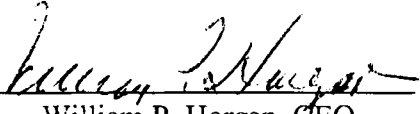
WHEREAS HPSI owns all right, title and interest in and to the following marks which are registered in the United States Patent and Trademark Office, including all goodwill associated therewith:

| <u>Mark</u> | <u>Reg. No.</u> |
|-----------------------|-----------------|
| REALM | 1867411 |
| Men's Bottle Device | 1868809 |
| Women's Bottle Device | 1870296 |
| REALM | 1975469 |
| Men's Bottle Device | 2061700 |
| REALM | 2099664 |
| Women's Bottle Device | 2105624 |
| INNERREALM (Stylized) | 2169749 |
| REALM ROULETTE | 2205136; |

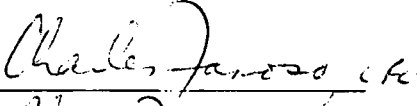
WHEREAS Niche is desirous of acquiring said marks and the registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, HPSI does hereby assign unto Niche all right, title and interest in and to the above marks, together with all goodwill associated therewith and the above identified registrations.

HUMAN PHEROMONE SCIENCES,
INC.

By 
William P. Horgan, CEO

NICHE MARKETING GROUP, INC.

By 
Its 