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TRADEMARK
03790-A0001
OFFICE OF PUBLIC RECORDS
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FINANCE SECTION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	J.B. Williams Company, Inc.									
Assignee	FASMA, LLC									
Trademark	<table border="0"> <tr> <td>2,222,794</td> <td>2,227,143</td> <td>2,263,102</td> </tr> <tr> <td>2,366,408</td> <td>2,412,932</td> <td>2,388,493</td> </tr> <tr> <td>2,384,115</td> <td>2,521,286</td> <td></td> </tr> </table>	2,222,794	2,227,143	2,263,102	2,366,408	2,412,932	2,388,493	2,384,115	2,521,286	
2,222,794	2,227,143	2,263,102								
2,366,408	2,412,932	2,388,493								
2,384,115	2,521,286									

Box Assignment
Assistant Commissioner for Trademarks
Washington, DC 20231

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

- Name and Address of Conveying party. J.B. Williams Company, Inc., a Delaware Corporation; 65 Harristown Road, Glen Rock, New Jersey 07452he Bank of New York
- Name and Address of Receiving Party. FASMA, LLC., a Delaware Corporation; 1420 Kensington Road, Suite 102, Oak Brook, Illinois 60523
- Nature of Conveyance: Assignment. Execution Date: February 4, 2002.
- Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Stephen P. McNamara, Registration No. 32,745
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

04/01/2003 COOPER 00000001 0202791
01 FD:858 40.00 GP
02 FD:858 175.00 GP

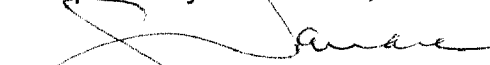
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment, Commissioner for Patents and Trademarks; Washington, DC 20231.

March 24, 2003

Aaliyah Thornton
Aaliyah Thornton

5. Registration Numbers: 2,222,794 2,227,143 2,263,102 2,366,408 2,412,932
2,388,493 2,384,115 2,521,286
6. Total Number of Applications Involved: 8.
7. Total Fee (37 CFR 3.41). \$215.00 due. USPTO Credit Card Form is enclosed herewith.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 7. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Stephen P. McNamara
Attorney for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155 Telephone
203 327-1096 Facsimile
tm-pto@ssjr.com

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT (the "Trademark Assignment") made as of the 4th day of February, 2002, by J.B. Williams Company, Inc., organized and existing under the laws of the State of Delaware, having a place of business at 65 Harristown Road, Glen Rock, New Jersey 07452 ("Assignor"), in favor of FASMA, LLC., organized and existing under the laws of the State of Delaware, having its place of business at 1420 Kensington Road, Suite 102, Oak Brook, Illinois 60523 ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks listed on Exhibit A hereto, which the Assignor has adopted, used and is using (the "Trademarks"); and

WHEREAS, the Assignee desires to acquire proper and legal ownership of the aforesaid Trademarks, and the Assignor is willing to convey title to the Trademarks to the Assignee, as well as the goodwill associated therewith.

NOW, THEREFORE, the Assignor and the Assignee agree as follows:

(a) For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, all right, title and interest in and to the Trademarks free and clear of all liens and encumbrances, together with the goodwill of the business symbolized by the use thereof.

(b) Upon written request from the Assignee and without further compensation, the Assignor shall execute or cause to be executed any and all documents and instruments necessary or desirable to effectuate the intention of paragraph (a) above as may be required for the Assignee to confirm and secure formally the assignment granted to the Assignee pursuant to this Trademark Assignment.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor has caused this Trademark Assignment to be executed by its duly authorized officer and delivered as of the day and year first above written.

J.B. WILLIAMS COMPANY, INC.

By: Kevin Hartnett
Kevin Hartnett
Vice President and Secretary

State of New Jersey)
County of Bergen)

ss.:

On the 4th day of February, 2002, before me personally came Dario U. Margve, to me known, who being by me duly sworn, did depose and say that he is the President and Chief Executive Officer of J.B. Williams Company, Inc., the corporation described in and which executed the foregoing instrument; and that he signed his name thereto.

[Notarial Seal]

Donna S. Leyden
Notary Public

DONNA S. LEYDEN
NOTARY PUBLIC OF NEW JERSEY
NO. 2061968
MY COMMISSION EXPIRES FEBRUARY 28, 2005

EXHIBIT A

See attached

.StmLib1:923886.1

1.1 (b)

San Francisco Soap Company related Trademarks

OPEN Matters; CLIENTS: Inclusive -- 01941 02051 02052 02053 02160; MATTERS: Inclusive ** t*;

CLIENT	MATTER	COUNTRY	BILL	CLASS	STATUS	NAME	FILING	SERIAL NO	ISSUE	REG NO	EXPIRE
01941	T0033A	United States	SPM	TMK	Registered	FRUIT TEMPTATIONS	1998/10/07	75/565,953	2000/12/12	2,412,932	2010/12/12
01941	T0033ACA	Canada	SPM	TMK	Published	FRUIT TEMPTATIONS	1999/03/22	1,009,434			
01941	T0034A	United States	SPM	TMK	Registered	FLORAL IMPRESSIONS	1998/10/07	75/565,952	2000/09/19	2,388,493	2010/09/19
01941	T0034AAU	Australia	SPM	TMK	Registered	FLORAL IMPRESSIONS	1999/03/15	788,381	1999/03/15	788,381	2009/03/15
01941	T0034ACA	Canada	SPM	TMK	Registered	FLORAL IMPRESSIONS	1999/03/22	1,009,435	2001/04/18	TMA 543,888	2016/04/18
01941	T0036A	United States	SPM	TMK	Registered	SIMPLY BE WELL	1998/12/21	75/608,910	2000/09/05	2,384,115	2010/09/05
01941	T0036AAU	Australia	SPM	TMK	Registered	SIMPLY BE WELL	2000/06/19	839384	2001/05/04	839384	2010/06/19
01941	T0036ACA	Canada	SPM	TMK	Pending	SIMPLY BE WELL	2000/08/09	1,070,703			
01941	T0046A	United States	SPM	TMK	Registered	PURE IN A SCENTS	2000/06/30	76/080,878	2001/12/18	2,521,286	2011/12/18
02053	T0043A	United States	SPM	TMK	Allowed	WHITE LAVENDER	1996/12/10	75/211,003			

TRADEMARK

REEL: 002702 FRAME: 0566

1.1(b)

San Francisco Soap Company related Trademarks

OPEN Matters; CLIENTS: Inclusive -- 01941 02051 02052 02053 02160; MATTERS: Inclusive -- *;

CLIENT	MATTER	COUNTRY	BILL	CLASS	STATUS	NAME	FILING DATE	SERIAL NO	ISSUE DATE	REG NO	EXPIRE DATE
01941	T0021A	United States	SPM	TMK	Registered	BODY/BODY	1998/01/21	75/420,946	1999/02/09	2,222,794	2009/02/09
01941	T0024A	United States	SPM	TMK	Registered	SAN FRANCISCO SOAP COMPANY	1997/03/03	75/250,868	1999/03/02	2,227,143	2009/03/02
01941	T0024ABR	Brazil	SPM	TMK	Published	SAN FRANCISCO SOAP COMPANY	1997/07/15	820,128,368			
01941	T0024ACA	Canada	SPM	TMK	Pending	SAN FRANCISCO SOAP COMPANY	1997/04/08	841,535			
01941	T0024AID	Indonesia	SPM	TMK	Registered	SAN FRANCISCO SOAP COMPANY	1997/08/06	D97-16266	1999/04/19	431,236	2007/08/06
01941	T0024AJP	Japan	SPM	TMK	Registered	SAN FRANCISCO SOAP COMPANY	1997/02/24	9-17678	1999/03/05	4246833	2009/03/05
01941	T0024APL	Poland	SPM	TMK	Registered	SAN FRANCISCO SOAP COMPANY	1997/02/28	Z-170390	2000/09/12	117,707	2007/02/28
01941	T0024ATW	Taiwan	SPM	TMK	Pending	SAN FRANCISCO SOAP COMPANY	1997/04/01	(86)015440			
01941	T0024C		SPM	KWD		SAN FRANCISCO SOAP COMPANY (Internet Keyword)					
01941	T0026A	United States	SPM	TMK	Registered	BRIDGE Design	1998/06/22	75/506,445	1999/07/20	2,263,102	2009/07/20
01941	T0026B	United States	SPM	TMK	Registered	BRIDGE Design	1999/08/30	75/788,233	2000/07/11	2,366,408	2010/07/11

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