

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ms. Marissa Shipman		02/17/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	THEBALM.COM Inc.		
Street Address:	1310 Jones Street - Suite 406		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94109		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75700186	THE BALM.C O M	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Amster, Rothstein & Ebenstein LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	77730/3		
NAME OF SUBMITTER:	Anthony F. Lo Cicero, Esq.		
Total Attachments: 2			
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, on and before January 1, 2003 (hereinafter referred to as the "Effective Date"), Marissa Shipman, an individual with a place of business at 1310 Jones Street, Suite 406, San Francisco, California 94109 (hereinafter referred to as the "Assignor") was the owner of the mark THEBALM.COM & Design covering non-medicated lip balms (the "Subject Mark"), and of U.S. Trademark Application Serial No. 75,700,186 which covers the Subject Mark (the "Subject Application"); and,

WHEREAS, on the Effective Date, the Assignor did assign the Subject Mark and Application to TheBalm.Com, Inc. a corporation organized and doing business under the laws of the State of Delaware, located and doing business at 1310 Jones Street Suite 406 San Francisco, California 94109 (hereinafter referred to as the "Assignee") along with that portion of Assignor's ongoing and existing business to which the Subject Mark pertains; and,

WHEREAS, it is now desirable to confirm and memorialize the assignment in a form suitable for recording in the United States Patent and Trademark Office.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

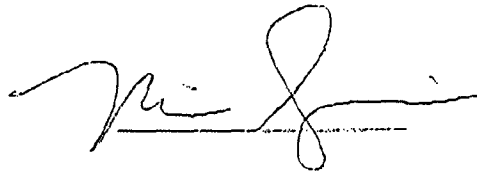
Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that on the Effective Date, it did assign, transfer, and deliver all of its right, title and interest in and to the Subject Mark and Application, together with that part of the goodwill of the business of Assignor to which the mark and application pertained, connected with the use of and symbolized

thereby and that portion of Assignor's ongoing and existing business to which the Subject Mark pertains, to Assignee.

Said Assignor hereby agrees, without further consideration, to sign all lawful papers and to perform all other lawful acts which the Assignee may request, to make this Assignment fully effective, including without limitation, prompt execution of all other documents necessary to effect the intent of this Assignment.

IN WITNESS WHEREOF, the Assignor has caused this Confirmatory Trademark Assignment to be duly executed on the 17 day of FEB, 2004 by the undersigned.

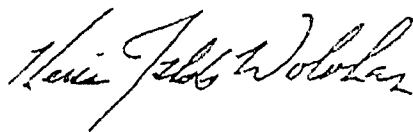
SHIPMAN



MARISSA

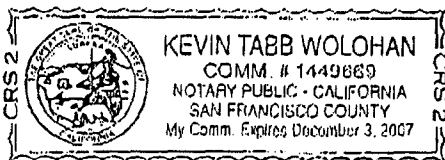
STATE OF CALIFORNIA)
) SS.:
COUNTY OF SAN FRANCISCO

On this 17 day of FEBRUARY, 2004, before me personally came Marissa Shipman, to me known, and known to me to be the individual described in and who executed the foregoing Confirmatory Assignment, on behalf of herself personally, with full authority to do so.



Notary

Public



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