

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
Q & Marx LLC		08/27/2003	limited liability company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Robert Marx		
Street Address:	1235 Benedict Canyon Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	INDIVIDUAL:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76377016	BASIC INSTINCT	
CORRESPONDENCE DATA			
Fax Number:	(212)935-5728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 935-5700		
Email:	email@colucci-umans.com		
Correspondent Name:	Frank J. Colucci		
Address Line 1:	101 East 52nd Street		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	D69-340		
NAME OF SUBMITTER:	Rich Jacobson		
Total Attachments: 1			
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OP \$40.00 76377016


TRADEMARK ASSIGNMENT

WHEREAS, Q & Marx LLC, a California limited liability company, with its principal place of business at 1235 Benedict Canyon Drive, Beverly Hills, California 90210 ("Assignor"), has adopted, owns and is using the Mark "BASIC INSTINCT" in connection with soaps, namely hand soaps, facial soaps and body soaps, and lotions, namely skin lotions, facial lotions and body lotions in International Class 3 and also in connection with candles in International Class 4;

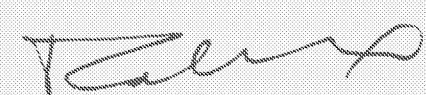
WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods, Application Serial No. 76/377,016 filed on March 1, 2002 ("Pending Application"); and

WHEREAS, Robert Marx, an individual residing in the State of California ("Assignee"), desires to acquire the Mark, and the Pending Application:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the Pending Application for registration.

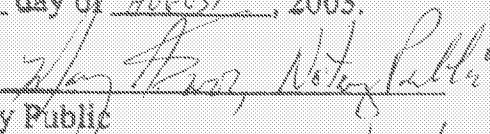


Qunars Ghiass, Member Date
Q & MARX, LLC

 8/27/03

Robert Marx, Member Date
Q & MARX, LLC

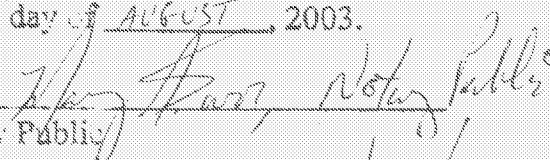
Subscribed and Sworn to before me
this 27th day of AUGUST, 2003.



Notary Public

My Commission Expires: 12/30/05

Subscribed and Sworn to before me
this 27th day of AUGUST, 2003.



Notary Public

My Commission Expires: 12/30/05

