

9/29/03

10-01-2003

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Jonel, Inc.

- Individual(s) Association General Partnership Limited Partnership Corporation-State Illinois Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: February 28, 2003

2. Name and address of receiving party(ies)

Name: Markwins Beauty Products, Inc.

Internal Address: 22067 Ferrero Parkway

Street Address:

City: City of Industry State: California Zip: 91789

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State California Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,798,459

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Christine L. Lofgren, Esq.

Internal Address:

Street Address: Jeffer, Mangels, Butler & Marmaro LLP,

1900 Avenue of the Stars, Seventh Floor

City: Los Angeles State: CA Zip: 90067

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

10-0440

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christine L. Lofgren

Name of Person Signing

Signature

Date September 24, 2003

Total number of pages including cover sheet, attachments, and document:

5

10/01/2003 ECD/PER 00000679 1798459

Mail Documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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40.00

TRADEMARK REEL: 002835 FRAME: 0602

ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Jonel, Inc., an Illinois corporation formerly known as Barristo, LTD, having its principal office at 100 Porete Avenue, North Arlington, New Jersey 07031 ("Assignor"), hereby assigns and transfers to Markwins Beauty Products, Inc., a California corporation, having its principal office at 22067 Ferrero Parkway, City of Industry, California 91789 ("Assignee"), and Assignee hereby accepts from Assignor:

A. All worldwide right, title and interest held by Assignor in and to the business names, domain names, trade names, trademarks and/or service marks listed on Exhibit "A" attached hereto and incorporated herein by this reference, and the applications and/or registrations thereof (hereinafter collectively referred to as the "Marks");

B. The goodwill of the business connected with the use of and symbolized by the Marks; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in the Assignee's name.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of

February 28, 2003.

JONEL, INC.,
an Illinois corporation,
formerly known as Barristo, LTD

MARKWINS BEAUTY PRODUCTS,
INC., a California corporation

By: Stephen C. Heit
Stephen Heit, President

By: Eric Chen
Eric Chen, President

EXHIBIT "A"

Mark	U.S. Reg. No.	Reg. Date
BUFF'N SHINE	1,265,344	January 24, 1984
GROWTH ACCELERATOR	1,730,432	November 3, 1992
JONEL	1,120,402	June 19, 1979
JONEL	1,120,332	June 19, 1979
JONEL	1,266,171	February 7, 1984
PRESCIOUS METALS	1,875,770	January 24, 1995
QUICK-TIPS	1,798,459	October 12, 1993
SUREHOLD	2,386,258	September 12, 2000
SUREHOLD	1,446,311	July 7, 1987
ULTRA-COAT	1,459,938	September 29, 1987

ACKNOWLEDGEMENT OF ASSIGNOR

STATE OF NEW YORK)
 : ss.:
COUNTY OF NEW YORK)

On the 28th day of February, 2003, before me personally came Stephen A. Heit to me known, who, being by me duly sworn did depose and say that he is the President of Jonel, Inc., the Assignor described in and which executed the above instrument; and that he was authorized to sign his name thereto.



Notary Public

DEREK T. LIVELY
Notary Public, State of New York
No. 01LIC072406
Qualified in Bronx County
Commission Expires April 1, 2006

