

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Professional Makeup Company		10/06/1999	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Key Brands International, Ltd.		
<b>Street Address:</b>	16035 E. Arrow Highway		
<b>City:</b>	Irwindale		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91706		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2118478	M PROFESSIONAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310 207 3800		
<b>Email:</b>	TM_Filings@bstz.com		
<b>Correspondent Name:</b>	Blakely Sokoloff Taylor & Zafman LLP		
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<b>ATTORNEY DOCKET NUMBER:</b>	049071.T067		
<b>NAME OF SUBMITTER:</b>	Dax Alvarez, Esq.		
<b>Total Attachments: 1</b> source=2118478Asgn#page1.tif			

CH \$40.00 2118478

ASSIGNMENT NUNC PRO TUNC

WHEREAS Professional Makeup Company, a California corporation (hereinafter "Assignor") has adopted and used the mark M PROFESSIONAL, and owns the trademark registration therefor in the United States Patent and Trademark Office, namely, Registration No. 2,118,478, registered December 2, 1997; and


Key Brands International, Ltd., a California corporation with an address at 16035 E. Arrow Highway, Irwindale, California 91706 (hereinafter "Assignee"), is desirous of acquiring said mark and the registration thereof; and

WHEREAS this Assignment is written confirmation of a prior agreement in which the parties acknowledged the effective date of such transfer to be 6th day of October, 1999;

NOW, THEREFOR, for good and valuable consideration, receipt and adequacy is hereby acknowledged, Assignor does hereby assign all right, title and interest in and to the mark M PROFESSIONAL, the registration thereof, the goodwill associated with the business, and the right to bring actions for all past infringements of said mark.

Dated: 4/1/04

PROFESSIONAL MAKEUP COMPANY  
(ASSIGNOR)

  
Name: David M. Eichen  
Title: CEO