

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guthy-Renker Corporation		05/21/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Victoria Principal Productions, Inc.
Street Address:	9255 Sunset Boulevard
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	2454011	CONTINUOUS LIFT
Registration Number:	2586015	BOOSTER COMPLEX
Registration Number:	2733250	TRAVELIZER
Registration Number:	2760001	BLOTTOHS!
Registration Number:	1948353	BLEMISH BUSTER
Registration Number:	2265579	CONTINUOUS MOISTURE
Registration Number:	2261553	EYESAVER GEL
Registration Number:	2267869	GENTLE DEEP 4-IN-1 CLEANSER
Registration Number:	2531985	SKIN REVITALIZING TRIO
Registration Number:	1880333	LIPTENSIVE

CORRESPONDENCE DATA	
Fax Number:	(858)456-4802
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	858-456-4801
Email:	docketing@trademarkgroup.com

OP \$265.00 2454011

Correspondent Name: Marnie Wright Barnhorst, Esq.  
Address Line 1: 7850 Ivanhoe Avenue  
Address Line 4: La Jolla, CALIFORNIA 92037

ATTORNEY DOCKET NUMBER:

513

NAME OF SUBMITTER:

Marnie Wright Barnhorst, Esq.

**Total Attachments: 10**

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ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION


WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **LIPTENSIVE** registered in the United States Patent and Trademark Office on February 28, 1995 and assigned Registration No: 1,880,333;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at San Antonio this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **GENTLE DEEP 4-IN-1 CLEANSER** registered in the United States Patent and Trademark Office on August 3, 1999 and assigned Registration No: 2,267,869;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **EYESAVER GEL** registered in the United States Patent and Trademark Office on July 13, 1999 and assigned Registration No: 2,261,553;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **CONTINUOUS MOISTURE** registered in the United States Patent and Trademark Office on July 27, 1999 and assigned Registration No: 2,265,579;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **BLEMISH BUSTER** registered in the United States Patent and Trademark Office on January 16, 1996 and assigned Registration No: 1,948,353;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at <sup>3340 Ocean Pl</sup> Santa Monica, this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **TRAVELIZER** registered in the United States Patent and Trademark Office on July 1, 2003 and assigned Registration No: 2,733,250;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.  
Executive Vice President



ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **BOOSTER COMPLEX** registered in the United States Patent and Trademark Office on June 25, 2002 and assigned Registration No: 2,586,015;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

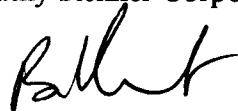
WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **SKIN REVITALIZING TRIO** registered in the United States Patent and Trademark Office on January 22, 2002 and assigned Registration No: 2,531,985;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica, this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **BLOTTOHS!** registered in the United States Patent and Trademark Office on September 2, 2003 and assigned Registration No: 2,760,001;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica, this 21 day of May, 2004.

Guthy-Renker Corporation



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Ben Van de Bunt, Esq.  
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **CONTINUOUS LIFT** registered in the United States Patent and Trademark Office on May 22, 2001 and assigned Registration No: 2,454,011;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

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Ben Van de Bunt, Esq.  
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