

03-25-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)



J.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):  
A.A.S. Cosmetics, Inc.

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

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

2. Name and address of receiving party(ies)  
Name: Anastasia Beverly Hills, Inc.

Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_

Street Address: 438 N. Bedford Drive  
City: Beverly Hills State: CA Zip: 90210

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

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: 03/11/04

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 75/833,810  
 \_\_\_\_\_  
 \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Daniel M. Cislo, Esq.  
 Internal Address: Cislo & Thomas LLP  
 \_\_\_\_\_  
 \_\_\_\_\_

Street Address: 233 Wilshire Boulevard, Suite 900  
 \_\_\_\_\_  
 \_\_\_\_\_

City: Santa Monica State: CA Zip: 90401-1211

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:  
 03-2030

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9. Signature.  
 Daniel M. Cislo, Esq.  
 Name of Person Signing

Signature

3-12-04  
 Date

Total number of pages including cover sheet, attachments, and document: 3

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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**ASSIGNMENT OF USE-BASED APPLICATION OF MARK**

WHEREAS, Anastasia Beverly Hills, Inc. a California corporation of Beverly Hills, California, formerly known as A.A.S. Cosmetic Company, Inc., has adopted, used and is using a mark which is the subject of an application for registration in the United States Patent and Trademark Office, Serial No. 75/833,810 filed October 28, 1998;

WHEREAS, A.A.S. Cosmetic Company, Inc., ("Assignor"), now known as Anastasia Beverly Hills, Inc. of Beverly Hills, California; and

WHEREAS, Anastasia Beverly Hills, Inc. of Beverly Hills, California ("Assignee") is desirous of acquiring Assignor's interest in said mark and the use-based application for registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor, confirms that it has assigned unto the said Assignee its entire right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified use-based application for registration thereof.

ASSIGNOR  
A.A.S. Cosmetic Company, Inc. now  
known as Anastasia Beverly Hills, Inc.

  
Anastasia Soare, President

11. March 04  
Date

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