

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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
PureBeauty, Inc.		04/10/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Advanced Beauty Solutions, LLC
Street Address:	501 South Figueroa Street
Internal Address:	Suite 2400
City:	los angeles
State/Country:	CALIFORNIA
Postal Code:	90017
Entity Type:	LTD LIAB JT ST CO: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78399698	TRUE CERAMIC PRO

CORRESPONDENCE DATA	
Fax Number:	(310)203-0567
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310-785-5372
Email:	vks@jmbm.com
Correspondent Name:	Victor Sapphire
Address Line 1:	Jeffer, Mangels, Butler & Marmaro LLP
Address Line 2:	1900 Avenue of the Stars, 7th Floor
Address Line 4:	los angeles, CALIFORNIA 90067

NAME OF SUBMITTER:	Victor Sapphire
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Total Attachments: 1 source=TrueCeramicProASSTtiff#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS, PUREBEAUTY, INC., a corporation organized and existing used the laws of the State of Delaware and having its principal place of business at 16030 Ventura Boulevard, Suite 320, Encino, CA 91436 ("Assignor"), is the owner of U.S. Trademark Appl. Ser. No. 78/399 698 (the "Application") for the mark TRUE CERAMIC PRO (the "Mark"), the business associated with the mark and the goodwill represented by the Mark.

WHEREAS, ADVANCED BEAUTY SOLUTIONS, LLC, a limited liability company organized and existing under the laws of the State of California having its principal place of business at 501 South Figueroa Street, Suite 2400, Los Angeles, CA 90017 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Mark and the Application, the portion of the business to which the Mark pertains and the goodwill represented by the Mark.

NOW, THEREFORE, for and in consideration of one (1) dollar and good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective as of April 10/04, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all of Assignor's right, title and interest in and to the Mark and the portion of the Assignor's existing and ongoing business to which the mark pertains, the Application and the goodwill represented by the Mark, free and clear of all security interests, liens and encumbrances effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Mark or the Application. Assignee takes the foregoing portion of the Assignor's business free and clear of any and all debts, liens, claims by or other obligations to third-parties.

The United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorney, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of the date: written below.

PUREBEAUTY, INC.,

ADVANCED BEAUTY SOLUTIONS, LLC

By: [Signature]

By: [Signature]

Name: Wilson Dado

Name: Travis Schmitt

Title: VP Finance

Title: COO

Dated: 8/30, 2004

Dated: 8/30, 2004

LA 3245405 v1