

4/27/04

04-30-2004

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



102733943

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

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

1. Name of conveying party(ies): VERONICA LORENZ and REA ANN SILVA. Includes checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, and Other.

2. Name and address of receiving party(ies): Name: SILENZ BEAUTY, INC. Address: SUITE 612. Street Address: 889 South Rainbow Blvd. City: Las Vegas State: NV Zip: 89145. Includes checkboxes for citizenship and designation.

3. Nature of conveyance: Includes checkboxes for Assignment, Merger, Security Agreement, Change of Name, and Other. Execution Date: 04/16/2004 & 04/20/2004.

4. Application number(s) or registration number(s): A. Trademark Application No. (s) 78/267224. B. Trademark Registration No. (s). Includes checkbox for Additional number(s) attached.

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Gary S. Phillips, Esq. Internal Address: Fifth Floor. Street Address: 9460 Wilshire Boulevard. City: Beverly Hills State: CA Zip: 90212.

6. Total number of applications and registrations involved: 1. 7. Total fee (37 CFR 3.41): \$ 40.00. Includes checkboxes for Enclosed and Authorized to be charged to deposit account. 8. Deposit account number. Includes stamp: OFFICE OF PUBLIC RECORDS, FINANCE SECTION, 2004 APR 27 PM 4:21.

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. Gary S. Phillips, Name of Person Signing. Signature. April 22, 2004, Date. Total number of pages including cover sheet, attachments, and document: 2.

04/29/2004 LNUELLER 00000009 78267224 01 FC 0521 40.00 DP

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

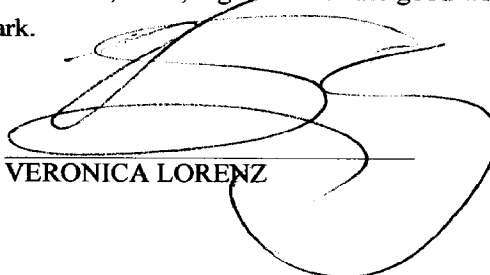
TRADEMARK REEL: 002959 FRAME: 0445

ASSIGNMENT

VERONICA LORENZ, an individual, citizen of the State of California, residing at 5032 Loleta Avenue, Los Angeles, California 90041, and REA ANN SILVA, an individual, citizen of the State of California, residing at 17823 Tarzana Street, Encino, California 91315, are the owners of Patent and Trademark Office Application Serial No. 78/267224, filed June 26, 2003, covering the trademark **BEAUTYBLENDER**.

SILENZ BEAUTY, INC. is a corporation, duly organized and existing under the laws of the State of California, with offices at 889 South Rainbow Boulevard, Suite 612, Las Vegas, NV 89145.

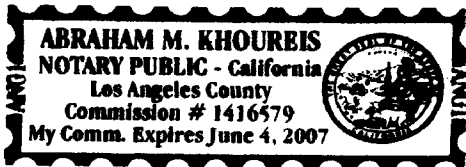
For and good and valuable consideration, the receipt of which is hereby acknowledged, VERONICA LORENZ and REA ANN SILVA by these presents do hereby sell, assign, and transfer unto SILENZ BEAUTY, INC. the entire right, title and interest in and to the trademark **BEAUTYBLENDER** and the United States application for registration thereof, Serial No. 78/267224, filed June 26, 2003, together with the good will of the business connected with the use of and symbolized by said mark.


VERONICA LORENZ 4-16-04

State of California)
County of Los Angeles) ss.

On April 16, 2004, before me, personally appeared VERONICA LORENZ, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same.

Witness my hand and official seal.



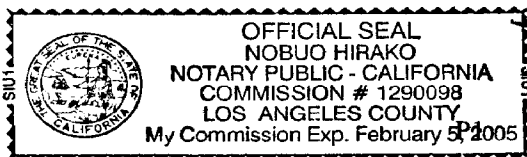

Notary Public


REA ANN SILVA

State of California)
County of Los Angeles) ss.

On April 20, 2004, before me, personally appeared REA ANN SILVA, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same.

Witness my hand and official seal.




Notary Public