

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
S-ME LLC		12/03/2004	Limited Liability Company: NEW JERSEY

RECEIVING PARTY DATA	
Name:	AMC Beauty, LLC
Street Address:	2182 Route 35 South
City:	Holmdel
State/Country:	NEW JERSEY
Postal Code:	07733
Entity Type:	Limited Liability Company: NEW JERSEY

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Serial Number:	78290375	MR2
Serial Number:	78290366	EVO
Serial Number:	78290359	GTS

CORRESPONDENCE DATA	
Fax Number:	(213)430-6407
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	gdurham@omm.com
Correspondent Name:	Gina M. Durham, Esq.
Address Line 1:	400 South Hope Street
Address Line 4:	Los Angeles, CALIFORNIA 90071

NAME OF SUBMITTER:	Gina M. Durham, Esq.
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Total Attachments: 1 source=AMC (Name Change)#page1.tif
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**NAME CHANGE**

S-ME LLC (the “**Conveying Party**”) changed it’s name to AMC Beauty, LLC. Therefore, the Conveying Party is now known as **AMC Beauty, LLC**.

No supporting documentation is needed with the filing of this name change.