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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): 7-22-04
 FASMA, LLC
 Individual(s) Association
 General Partnership Limited Partnership
 Limited Liability Company - Delaware
 Add'l name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: pH Beauty Labs, LLC
 Street Address: 10474 Santa Monica Blvd. #300
 City: Los Angeles State: CA ZIP: 90025
 Limited Liability Company - Delaware
 Corporation - State
 Other:

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other: Order Approving Property of the Estate
 Execution Date: September 16, 2003

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

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
1,845,309
 Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Lori N. Boatright
 Internal Address:
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP
 Street Address: 12400 Wilshire Boulevard
Seventh Floor
 City: Los Angeles State: CA ZIP: 90025

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:
02-2666

OPR/FINANCE
JUL 22 AM 7:43

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.

Lori N. Boatright
 Name of Person Signing

Signature

7/19/2004
 Date

Total number of pages including cover sheet, attachments, and document: - 10 -

07/23/2004 DBYRNE 00000007 1845309

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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514, on 19 July 2004

Signature

19 July 2004
 Date

IN THE UNITED STATES BANKRUPTCY COURT
FOR THE NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

In re:) Chapter 11
)
Sarah Michaels, Inc., a Delaware Corporation,) Case Nos. 03 B 19465
Sarah Michaels, LLC, a Delaware Limited) 03 B 19468
Liability Corporation, FASMA LLC,) 03 B 24425
a Delaware Limited Liability Corporation,) Jointly Administered
)
debtors/debtors-in-possession.) Judge Jack B. Schmetterer

ORDER APPROVING SALE OF PROPERTY OF THE ESTATE

AT CHICAGO, ILLINOIS, in said District and Division, before the Honorable A.
BENJAMIN GOLDFAR, Bankruptcy Judge, this _____, day of _____, 2003:

THIS MATTER COMING TO BE HEARD upon the Motion of Sarah Michaels, Inc., Sarah Michaels, LLC and Fasma LLC, ("Debtors"), for Authority to Sell Assets Outside of Ordinary Course of Business pursuant to Section 363 of the Bankruptcy Code, this Court having already approved an Order granting authority to sell assets outside of the ordinary course of business pursuant to Section 363 of the Bankruptcy Code, establishing sales procedures and setting a hearing date of sale and approving form of notice on June 19, 2003, proper notice having been provided and a certificate of service to that effect having been filed, this Court having considered the statements and arguments of counsel present at the hearing on the Sale Motion; an auction of the Debtors' assets having taken place, this Court having considered the entire record in this bankruptcy case; the Court also finding that PH Beauty Labs, Inc. ("PH") is a good faith purchaser within the meaning of Section 363(m) of the Bankruptcy Code; this Court finding that the Debtors have satisfied all of the applicable requirements of Section 363 of the Bankruptcy Code; this Court finding that the proposed sale and related relief is in the best interests of the Debtors, creditors and this estate; this Court finding that good business reasons exist to proceed with the proposed sale; and this Court being fully advised in the premises;

NOW, THEREFORE, IT IS HEREBY ORDERED as follows:

- A. Subject to the terms and conditions of this Order, the Sale Motion and the relief requested therein are granted;
- B. The sale of the Debtors' Freeman trade name, inventory and causes of action, pursuant to the terms and conditions described in the Asset Purchase Agreement between PH and the Debtors, attached hereto as Exhibit A (the "Asset Purchase Agreement") for the purchase price of [REDACTED], free and clear of any and all liens, claims and encumbrances of any kind or nature whatsoever is approved ("Sale");

- C. Any and all valid liens, claims, and encumbrances against the Sale Assets shall attach to the proceeds of the Sale, including the valid lien of LaSalle Business Credit, Inc. ("LaSalle"), and the proceeds of the Sale shall be, immediately upon closing, remitted to LaSalle pursuant to the Final Order (1) authorizing Debtors as Debtors-in-possession to Incur Post-Petition Secured Indebtedness, (2) Granting Security Interests and Superpriority Claims pursuant to 11 U.S.C. Sections 363 and 364, (3) Granting Adequate Protection and (4) Modifying Automatic Stay ("Final Order");;
- D. PH shall close the Sale by completing payment of the purchase price in accordance with the terms and conditions of the Asset Purchase Agreement;
- E. The Debtors are authorized to take any and all actions necessary to consummate the closing of the Sale;
- F. This Court hereby retains jurisdiction over any matters relating to or arising from the Order, including, but not limited to, the implementation, interpretation or enforcement of this Order;
- G. The Court finds that PH has provided sufficient evidence of their good faith and, therefore, pursuant to Section 363(m) of the Bankruptcy Code, PH is a purchaser in good faith, as that term is defined in Section 363(m) of the Bankruptcy Code, and all protections and rights accorded by Section 363(m) of the Bankruptcy Code are hereby granted to the purchasers;
- H. The Debtors are hereby authorized and empowered to take such steps and do such other things as may be necessary to implement and effectuate the terms of this Order, including, but not limited to , consummating the terms of the Asset Purchase Agreement and performing all acts required thereunder; and,
- I. The Debtors shall be explicitly authorized and directed to distribute the Sale proceeds to LaSalle.

DATE:

ENTER: _____

BY THE COURT:

ENTERED

SEP 16 2003

Bankruptcy Judge

Judge A. Benjamin Goldgar
United States Bankruptcy Court

DEBTOR'S COUNSEL

SCOTT R. CLAR, ESQ.

Attorney NO. 06183741

Crane, Heyman, Simon, Welch & Clar

135 South LaSalle Street

Chicago, Illinois 60603-4297

(312) 641-6777

N:\WPDOC\Sally\FASMA\Ord-sell prop2.wpd

TRADEMARK

REEL: 003012 FRAME: 0594

ASSET PURCHASE AGREEMENT

Dated as of September 12, 2003

Among
PH BEAUTY LABS, LLC.

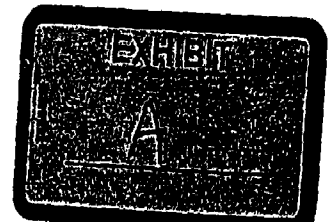
BUYER

and

FASMA, LLC
SARAH MICHAELS, INC.
SARAH MICHAELS, LLC

SELLER

CH626542.1



TRADEMARK
REEL: 003012 FRAME: 0595

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15 (P)

THIS ASSET PURCHASE AGREEMENT, dated as of September 12, 2003 is by and among PH BEAUTY LABS, LLC, a California limited liability company ("Buyer"), FASMA, LLC, a Delaware limited liability company, SARAH MICHAELS, INC., a Delaware corporation and SARAH MICHAELS, LLC, a Delaware limited liability company (the latter three entities collectively referred to as "Seller" or "Debtor"). Capitalized terms used and not otherwise defined shall have the meanings ascribed to such terms in Section 17 hereof.

WITNESSETH:

WHEREAS, on May 1, 2003, the Debtor filed petitions under Chapter 11 of Title 11, United States Code (the "Bankruptcy Code") in the United States Bankruptcy Court for the Northern District of Illinois (the "Bankruptcy Court"); and

WHEREAS, Seller has determined that it is in Seller's best interests and Seller's bankruptcy estate's best interests to sell to Buyer, and Buyer wishes to purchase from Seller pursuant to Section 363 of the Bankruptcy Code and subject to higher and better offers in accordance with a bidding and auction process to be approved by the Bankruptcy Court, all of the right, title and interest of Seller in and to the Acquired Assets for such consideration as is herein set forth; and

WHEREAS, the assets and liabilities of the Business are subject to the supervision and control of Seller subject and pursuant to the jurisdiction of the Bankruptcy Court:

NOW, THEREFORE, in consideration of the mutual benefits to be derived from this Agreement and the representations, warranties, covenants and agreements contained herein, Buyer, on the one hand, and Seller, on the other hand, hereby represent, warrant, covenant and agree as follows:

Section 1. SALE AND PURCHASE.

(a) Sale and Purchase of the Assets. Subject to the terms and conditions hereinafter set forth, on the Closing Date, Seller will sell, convey, transfer, assign and deliver or cause to be sold, conveyed, transferred, assigned and delivered to Buyer, and Buyer will purchase, acquire and take assignment and delivery of the assets of Seller set forth on Schedule A hereto and all of Seller's right, title and interest therein and thereto, free and clear of any and all Encumbrances of any kind except as specifically set forth herein (all of the assets to be sold, conveyed, transferred, assigned and delivered to Buyer hereunder are included in the term "Acquired Assets" as used herein). Acquired Assets should include any pending litigation against PH Beauty Labs, LLC, Larry J. Freeman, Mark S. Freeman and Jill Freeman Bucksbaum.

(b) Assignment and Assumption of Leases and Contracts. Subject to the terms and conditions hereinafter set forth, on the Closing Date, Seller shall assume and assign to Buyer, and Buyer shall take assignment of and assume all of Seller's right, title and interest in and to the contracts and unexpired leases set forth on Schedule B hereto (all of the right, title and interest of Seller under such contracts and unexpired leases to be assigned to and assumed by Buyer hereunder are included in the term "Acquired Assets" as used herein). Buyer may in its sole discretion (i) modify Schedule B at any time prior to the conclusion of the Sale Hearing and (ii) exclude from Schedule B at any time after the conclusion of the Sale Hearing and prior to the Closing any unexpired leases or contracts previously included in Schedule B. Buyer will not take assignment of nor assume in any way, any of the leases of real and personal property of Seller and the contracts of Seller unless said leases and contracts are set forth on Schedule B hereto. For any contracts or leases assumed by Seller and assigned to Buyer, Buyer shall also pay (or make provisions to pay) at Closing all Cure Amounts associated with such contracts and leases in accordance with the provisions of Section 5(d) hereof, and shall assume all liabilities and

obligations arising or accruing under such leases and contracts at any time on or after the Closing Date. Buyer hereby reserves the right to challenge in the Bankruptcy Court or any other court the amount of any Cure Amount associated with any unexpired lease or contract of Seller.

(c) Excluded Assets. Notwithstanding anything to the contrary in this Agreement, Buyer shall not acquire any interest in any assets of Seller that do not constitute Acquired Assets, including but not limited to the assets of Seller or Seller's bankruptcy estates set forth on Schedule C hereto (collectively, the "Excluded Assets").

(d) Assumption of Liabilities. On the Closing Date, Buyer shall assume and agree to pay, perform, fulfill and discharge only the following liabilities and obligations of Seller and only on the terms and conditions set forth herein:

(i) liabilities and obligations under leases and contracts specifically assumed by Buyer and only to the extent such liabilities and/or obligations arise and/or accrue subsequent to, or otherwise relate to any time period after the Closing Date;

(ii) if Buyer employs any of Seller's employees after the Closing, to which employment Seller expressly consents, all obligations to pay salary and other compensation solely to the extent that the same accrues and becomes payable to such employees after the Closing Date;

(iii) Cure Amounts associated with each of the contracts and unexpired leases which are assumed by Seller and assigned to Buyer.

The amounts set forth in Section 1(d) above are collectively defined as the "Accepted Liabilities." Buyer hereby reserves the right to challenge the amount of any Cure Amount in the Bankruptcy Court or other appropriate court proceeding. Seller expressly reserves the right to seek to reject any contract of which Seller is a party if such contract is not listed on Schedule B or Buyer has elected to exclude said contract from Schedule B. Disclosure of any obligations or liability on any schedule to this Agreement shall not create an Accepted Liability or other liability of Buyer unless such disclosed obligation has been expressly assumed by Buyer as an Accepted Liability.

(e) Purchase Price and Payment. The purchase price to be paid by Buyer to or for the benefit of Seller in accordance with the order of the Bankruptcy Court on the Closing Date for the Acquired Assets being purchased hereunder shall be \$ (the "Purchase Price"), and Buyer shall remit at Closing directly to the Lender \$ as partial payment of the Indebtedness as defined in and in accordance with and subject to the provisions of the DIP Financing Order. Buyer has deposited with Seller's counsel the sum of in the form of a certified check or wire transfer of immediately available federal funds to be held in escrow by Seller's counsel in accordance with the provisions hereof (the "Deposit"). If (i) a "higher" or "better" offer to purchase the Acquired Assets or a substantial portion thereof is approved by the Bankruptcy Court and a closing occurs thereunder, and (ii) as of the Auction Time, this Agreement is in full force and effect or has been terminated pursuant to Section 10 (except to the extent such termination is based on any uncured breach by Buyer of any representations, warranties or covenants hereunder or any other wrongful conduct by Buyer), the Deposit shall be promptly refunded to Buyer following such closing.

(f) Purchase Price Adjustment. At least three (3) days prior to the Closing Date, Seller shall prepare and deliver to Buyer a schedule prepared in good faith based on the reasonable estimates of Seller, which shall set forth in reasonable detail a projection of the Inventory of Seller as of the Closing Date (the "Inventory Estimate"). If the Inventory Estimate is less than the Inventory

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed the day and year first above written.

PH Beauty Labs, LLC

By: [Signature]
Name: LARRY J FREEMAN
Title: _____

FASMA, LLC

By: [Signature]
Name: _____
Title: ATTORNEY FOR DEBTORS

SARAH MICHAELS, INC.

By: [Signature]
Name: _____
Title: ATTORNEY FOR DEBTORS

SARAH MICHAELS, LLC

By: [Signature]
Name: _____
Title: ATTORNEY FOR DEBTORS

FASMA, LLC

Schedule B, Personal Property #21
 Patents, Trademarks and Domain Names.

Line	Trademark	Country	Serial No.	Reg. Date	Class	Reg. No.	Reg. Date
1	A WASH COME TRUE	USA	76259401	5/21/2001		2547197	3/12/2002
2	ARE YOU GLISTENING	USA	76183401	12/18/2000			
3	AROMESSENTIALS	USA	74128592	1/7/1991		1698262	6/30/1992
4	AROMESSENTIALS	USA	75730650	6/16/1999		2336161	3/28/2000
5	AROMESSENTIALS	PERU	94988	11/11/1999		63892	3/29/2000
6	AWAY WE GLOW	USA	76179400	12/13/2000			
7	BARE FOOT	USA	74666263	4/27/1995		1983825	7/2/1996
8	BARE FOOT & DESIGN	USA	75714286	5/24/1999			
9	BEAUTIFUL BATH	USA	74385411	5/3/1993		1845309	7/19/1994
10	BEAUTIFUL HAIR BOTANICALS	USA	75559906	9/28/1998		2419751	1/9/2001
11	BEAUTIFUL HAIR BOTANICALS	MEXI	375387	5/14/1999		613978	5/14/1999
12	BUBBLE YOUR PLEASURE	USA	78071490	6/28/2001			
13	BUTTER YOU UP	USA	78071491	6/28/2001			
14	DEEP IMPACT	USA	76222424	3/12/2001			
15	DEEPEST DESIRE	USA	76178015	12/11/2000			
16	DEEPLY RELIEVED	USA	76152252	10/23/2000			
17	FOR HEAVEN'S SILK	USA	76223606	3/13/2001			
18	FREEMAN	USA	73820227	8/21/1989		1614557	9/25/1990
19	FREEMAN	ATRA	AM719798	11/19/1998		180629	2/19/1999
20	FREEMAN	BAHA	22695	5/16/2000			

SCHEDULE B - NO. 21