

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Key Brands International, Ltd.		12/07/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Continental Fragrances, Ltd.		
Street Address:	770 Forest, Suite B		
City:	Birmingham		
State/Country:	MICHIGAN		
Postal Code:	48009		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2118478	M PROFESSIONAL	
CORRESPONDENCE DATA			
Fax Number:	(248)594-0610		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2485940600		
Email:	tmdocketing@raderfishman.com		
Correspondent Name:	Mary Margaret L. O'Donnell		
Address Line 1:	39533 Woodward Avenue, Suite 140		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
NAME OF SUBMITTER:	Mary Margaret L. O'Donnell		
Signature:	/Mary Margaret L. O'Donnell/		
Date:	01/25/2005		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Key Brands International, Ltd., a California corporation at 16035 E. Arrow Highway, Irwindale, California 91706 ("Assignor"), is owner of the entire right, title and interest in and to the following (collectively, the "Proprietary Rights"):

Any and all designations formed by or incorporating M PROFESSIONAL and any and all variations thereof, whether used as a trademark, service mark, trade name, domain name or in any other capacity;

U.S. Trademark Registration No. 2,118,478 for M PROFESSIONAL registered December 2, 1997; and

Any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

WHEREAS, Continental Fragrances, Ltd., a Michigan corporation, at 770 Forest, Suite B, Birmingham, Michigan 48009 ("Assignee"), wishes to acquire the Proprietary Rights.

NOW, THEREFORE, in view of the payment to Assignor of twenty-five thousand dollars (\$25,000.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee all right, title and interest in and to the Proprietary Rights.

This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date set forth below.

Key Brands International, Ltd.

Dated: 12/17/04

By: Harvey Veckery

Name: HARVEY VECKERY

Title: CEO