

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
25 Market Share, LLP		03/03/2005	LIMITED PARTNERSHIP: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Designer Skin, LLC		
<b>Street Address:</b>	1325 W. 21st Street		
<b>City:</b>	Tempe		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85082		
<b>Entity Type:</b>	COMPANY: ARIZONA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78417721	TRY ME	
<b>Serial Number:</b>	78413121	TAO	
<b>Serial Number:</b>	78463720	SHEER WISDON	
<b>Serial Number:</b>	78474447	RAY OF LIGHT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)571-9424		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 571-0068		
<b>Email:</b>	vr@usulaw.com		
<b>Correspondent Name:</b>	Vanessa Riviere		
<b>Address Line 1:</b>	299 Broadway, Suite 1700		
<b>Address Line 4:</b>	New York, NEW YORK 10007		
<b>NAME OF SUBMITTER:</b>	Vanessa Riviere		
<b>Signature:</b>	/vanessa riviere/		

OP \$115.00 78417721

Date:

03/07/2005

Total Attachments: 1

source=25 Market Share Assignments#page1.tif

## ASSIGNMENT

WHEREAS **25 Market Share, LLP**, a limited liability partnership existing under the laws of Arizona with an office at 1325 West 21<sup>st</sup> Street, Tempe, AZ 85282 (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the following trademarks for which applications have been filed in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial Number</u>
TRY ME	78/417,721
TAO	78/413,121
SHEER WISDOM	78/463,720
RAY OF LIGHT	78/474,447

AND WHEREAS, **DESIGNER SKIN, LLC**, a limited liability company organized under the laws of Arizona with an office at 1325 West 21<sup>st</sup> Street, Tempe, AZ 85282 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, in consideration of U.S. \$2.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark registrations, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 5 day of ~~February~~ <sup>March</sup> 2005.

**25 MARKET SHARE, LLP**

By \_\_\_\_\_

Title HP \_\_\_\_\_