

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
Dena Corporation		09/30/2004	CORPORATION:

RECEIVING PARTY DATA

Name:	Hasan Elkhatab
Street Address:	850 Nicholis Boulevard
City:	Elk Grove Village
State/Country:	ILLINOIS
Postal Code:	60007
Entity Type:	INDIVIDUAL:

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	2221885	EM
Registration Number:	1839186	EUROPEAN MYSTIQUE
Registration Number:	1538799	FOR THE SENSITIVE WOMAN
Registration Number:	1453819	
Registration Number:	1459790	
Registration Number:	1440402	LECTRIFY
Registration Number:	1479237	EUROPEAN MYSTIQUE
Registration Number:	1388743	GLYCER-X
Registration Number:	1455985	META HENNA CREME
Registration Number:	1356125	A.C.T.
Registration Number:	1278556	READY SET
Registration Number:	1086762	DENA-VIE
Registration Number:	1440312	COMPLETE CARE

CORRESPONDENCE DATA

CH \$340.00 2221885

Fax Number: (312)616-5700

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: jmuskal@leydig.com

Correspondent Name: James B. Muskal

Address Line 1: Two Prudential Plaza, Suite 4900

Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	James B. Muskal
Signature:	/james b. muskal/
Date:	03/10/2005
Total Attachments: 1 source=Dena Hasan Assignment#page1.tif	

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TRADEMARK ASSIGNMENT

WHEREAS, Dena Corporation, an Illinois Corporation, having its principal place of business at 850 Nicholis Boulevard, Elk Grove Village, Illinois 60007, is the record owner of the U.S. trademark applications/registrations on attached Exhibits A and B.

AND WHEREAS, Hasan Elkhatib, an individual and citizen of the United States, of 850 Nicholis Boulevard, Elk Grove Village, Illinois 60007, is desirous of acquiring all the rights, titles and interests of U.S. trademarks and applications/registrations attached hereto.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, for good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, Dena Corporation, an Illinois Corporation, hereby assigns unto Hasan Elkhatib, an individual, and unto his legal representatives, successors and assigns, its entire right, title, and interest in and to the trademarks attached hereto, and any resulting trademarks together with the good will associated therewith.

FURTHER, Dena Corporation, an Illinois Corporation, does also assign to Hasan Elkhatib, an individual, any and all rights of recovery for infringement of said trademark rights.

AND FURTHER, Dena Corporation, an Illinois Corporation, authorizes the United States Commissioner of Patents and Trademarks, to record the assignment for the attached listed trademarks, as the property of Hasan Elkhatib, an individual.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Dena Corporation, an Illinois Corporation, has hereunder set his hand and seal this 30th day September 2004.

Dena Corporation,
an Illinois Corporation

By: 

Hasan Elkhatib
President