

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Key West Fragrance and Cosmetic Factory, Inc.		04/15/2005	Corporation:

RECEIVING PARTY DATA

Name:	Key West Aloe Holdings, LLC
Street Address:	101 East Kennedy Boulevard, Suite 3925
City:	Tampa
State/Country:	FLORIDA
Postal Code:	33602
Entity Type:	Limited Liability Company:

PROPERTY NUMBERS Total: 50

Property Type	Number	Word Mark
Registration Number:	1065616	A.V.R.
Registration Number:	1312998	ALOE COLOR
Registration Number:	1320298	ALOE MAX 100
Registration Number:	1550678	ALOE THERA
Registration Number:	1353580	ALOEDAN
Registration Number:	1380991	ALOEGENETIC
Registration Number:	1104589	BLACK CORAL
Registration Number:	1350221	COMFORTCAINE
Registration Number:	1453827	CONTRESS
Registration Number:	1509789	D'ALOE
Registration Number:	1303381	DAY MOIST
Registration Number:	2062448	ENVIRONMENTAL DEFENSE CREME
Registration Number:	1625551	EYEMOIST
Registration Number:	1338690	FANDANGO

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Registration Number:	1066546	GRAB A TAN
Registration Number:	1305660	IN DEPTH
Registration Number:	1941539	JUST BETWEEN US
Registration Number:	1076234	KEY WEST
Registration Number:	1255309	KEY WEST ALOE
Registration Number:	2793964	KEY WEST ALOE
Registration Number:	1414679	KEY WEST ALOE FINISH
Registration Number:	1279517	KEY WEST GOLD
Registration Number:	2439037	KEY WEST HYDRATOR
Registration Number:	1393714	KEY WEST IN THE SHOWER
Registration Number:	2246508	KEY WEST OPTIMAL RESULTS
Registration Number:	1940613	KEY WEST SMOOTH SHAVE
Registration Number:	1592693	KEYWEST SUNKIDS
Registration Number:	1557543	LIGHTHOUSE
Registration Number:	1411980	LIPCAINE
Registration Number:	1001939	
Registration Number:	2037391	NATURAL EXPRESSIONS
Registration Number:	1306711	NIGHT MOIST
Registration Number:	1765194	SANS SUN
Registration Number:	1198348	SAVE A TAN
Registration Number:	1965937	SCANDAL
Registration Number:	1140172	SCUBA
Registration Number:	1135424	SEXY AFTERNOON
Registration Number:	1356128	SKIN MOIST
Registration Number:	1661395	SKIN SAVERS
Registration Number:	1352308	SKIN SAVERS
Registration Number:	1451632	ST. THOMAS
Registration Number:	1491876	STINGRAY
Registration Number:	1257309	SUN SORB
Registration Number:	1309583	THE BEST THING NEXT TO YOUR SKIN
Registration Number:	1351223	TRIPLE TAN
Registration Number:	1120824	VEE LINE
Registration Number:	2018478	WAIKIKI ALOE
Registration Number:	1097824	ZELE
Registration Number:	1765186	ZELEX

Serial Number:

78500543

KEY WEST ALOEZONE

CORRESPONDENCE DATA

Fax Number: (703)836-2021

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

Email: bpltrademark@burnsdoane.com

Correspondent Name: B. Parker Livingston, Jr.

Address Line 1: P.O. Box 1404

Address Line 4: Alexandria, VIRGINIA 22313-1404

NAME OF SUBMITTER:

B. Parker Livingston, Jr.

Signature:

/B. Parker Livingston, Jr./

Date:

06/01/2005

Total Attachments: 12

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**ASSIGNMENT OF MARKS, U.S. APPLICATIONS
AND U.S. REGISTRATIONS**

WHEREAS, Key West Fragrance and Cosmetic Factory, Inc., of 540 Greene Street, P.O. Box 1079, Key West, Florida 33041-1079, (hereinafter, "*Assignor*") has adopted, used and is using the marks identified in Schedule A attached hereto; and

WHEREAS, Assignor has applied to register at least one of said marks in the United States Trademark Office, as shown in the applications identified in Schedule A; and

WHEREAS, Assignor has registered at least one of said marks in the United States Trademark Office, as shown in the Registrations identified in Schedule A; and

WHEREAS, Key West Aloe Holdings, LLC, of 101 East Kennedy Boulevard, Suite 3925 Tampa, Florida 33602, (hereinafter, "*Assignee*") is desirous of acquiring said marks, said registration applications and said Registrations therefore;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks identified in Schedule A, together with the good will of the business symbolized by said marks, does hereby assign unto said Assignee the registration applications identified in Schedule A and any registrations which issues therefrom and does hereby assign unto said Assignee the registrations identified in Schedule A therefore.

Key West Fragrance and Cosmetic Factory, Inc.

Date: _____

4-15-05

By: _____

J. Michael Gorman, President

ACCEPTANCE OF ASSIGNMENT

The undersigned being authorized to execute this document on behalf of the above assignee, hereby accepts the assignment and transfer of all right, title and interest in and to said marks identified in Schedule A, together with the good will of the business symbolized by said marks, the registration applications identified in Schedule A and any registrations which issues therefrom and the registrations identified in Schedule A therefore.

Key West Aloe Holdings, LLC

Date: Apr. 15 '05

By: [Signature]
Mark Hunter, Manager

STATE OF FLORIDA)
) ss.
COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged before me this 15th day of April, 2005, by the above affiant, who is personally known to me or who has produced a Drivers License as identification and who did take an oath, and who appeared before me at the time of notarization.

[Signature]

Notary Public
My commission expires:

(SEAL)



SCHEDULE A

1. U.S. APPLICATIONS

Trademark: KEY WEST ALOEZONE
Serial No.: 78500543
Filing Date: October 15, 2004
Applicant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

2. U.S. REGISTRATIONS

Trademark: KEY WEST ALOE
Serial No.: 73393290
Registration No.: 1255309
Filing Date: September 29, 1982
Registered: October 25, 1983
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST ALOE
Serial No.: 76429735
Registration No.: 2793964
Filing Date: July 8, 2002
Registered: December 16, 2003
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST SMOOTH SHAVE
Serial No.: 74534899
Registration No.: 1940613
Filing Date: June 8, 1994
Registered: December 12, 1995
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST OPTIMAL RESULTS
Serial No.: 75252100
Registration No.: 2246508
Filing Date: March 5, 1997
Registered: May 18, 1999
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST HYDRATOR
Serial No.: 75565151
Registration No.: 2439037
Filing Date: October 5, 1998
Registered: March 27, 2001
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: WAIKIKI ALOE
Serial No.: 74665123
Registration No.: 2018478
Filing Date: April 24, 1995
Registered: November 19, 1996
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: SCANDAL
Serial No.: 74493429
Registration No.: 1965937
Filing Date: February 23, 1994
Registered: April 2, 1996
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: JUST BETWEEN US
Serial No.: 74450475
Registration No.: 1941539
Filing Date: October 25, 1993
Registered: December 12, 1995
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: NATURAL EXPRESSIONS
Serial No.: 74446945
Registration No.: 2037391
Filing Date: October 14, 1993
Registered: February 11, 1997
Registrant: Key West Fragrance & Cosmetic Factory, Inc.

Status:	Live
Trademark:	ENVIRONMENTAL DEFENSE CREME
Serial No.:	74446870
Registration No.:	2062448
Filing Date:	October 14, 1993
Registered:	May 20, 1997
Registrant:	Key West Fragrance & Cosmetic Factory, Inc.
Status:	Live
Trademark:	SANS SUN
Serial No.:	74200641
Registration No.:	1765194
Filing Date:	September 4, 1991
Registered:	April 13, 1993
Registrant:	Key West Fragrance & Cosmetic Factory, Inc.
Status:	Live
Trademark:	ZELEX
Serial No.:	74177875
Registration No.:	1765186
Filing Date:	June 20, 1991
Registered:	April 13, 1993
Registrant:	Key West Fragrance & Cosmetic Factory, Inc.
Status:	Live
Trademark:	SKIN SAVERS
Serial No.:	74110223
Registration No.:	1661395
Filing Date:	October 29, 1990
Registered:	October 22, 1991
Registrant:	Key West Fragrance & Cosmetic Factory, Inc.
Status:	Live
Trademark:	SKIN SAVERS
Serial No.:	73168396
Registration No.:	1352308
Filing Date:	April 28, 1978
Registered:	August 6, 1985
Registrant:	Key West Fragrance & Cosmetic Factory, Inc.
Status:	Live
Trademark:	EYEMOIST
Serial No.:	74027251
Registration No.:	1625551
Filing Date:	February 6, 1990

Registered: December 4, 1990
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ALOE MAX 100
Serial No.: 73471222
Registration No.: 1320298
Filing Date: March 20, 1984
Registered: February 19, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST GOLD
Serial No.: 73408533
Registration No.: 1279517
Filing Date: January 7, 1983
Registered: May 29, 1984
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: DAY MOIST
Serial No.: 73448209
Registration No.: 1303381
Filing Date: October 17, 1983
Registered: November 6, 1984
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: NIGHT MOIST
Serial No.: 73448210
Registration No.: 1306711
Filing Date: October 17, 1983
Registered: November 27, 1984
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: SUN SORB
Serial No.: 73370693
Registration No.: 1257309
Filing Date: June 21, 1982
Registered: November 15, 1983
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEYWEST SUNKIDS
Serial No.: 73812137
Registration No.: 1592693
Filing Date: July 12, 1989
Registered: April 24, 1990
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ALOE THERA
Serial No.: 73755773
Registration No.: 1550678
Filing Date: October 4, 1988
Registered: August 8, 1989
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: D'ALOE
Serial No.: 73703126
Registration No.: 1509789
Filing Date: 73703126
Registered: October 25, 1988
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: STINGRAY
Serial No.: 73693468
Registration No.: 1491876
Filing Date: November 3, 1987
Registered: June 14, 1988
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: CONTRESS
Serial No.: 73640908
Registration No.: 1453827
Filing Date: January 22, 1987
Registered: August 25, 1987
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST ALOE FINISH
Serial No.: 73590785
Registration No.: 1414679
Filing Date: March 31, 1986
Registered: October 28, 1986

Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: LIPCAINE
Serial No.: 73586068
Registration No.: 1411980
Filing Date: March 4, 1986
Registered: October 7, 1986
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST IN THE SHOWER
Serial No.: 73555836
Registration No.: 1393714
Filing Date: August 28, 1985
Registered: May 20, 1986
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ALOE GENETIC
Serial No.: 73549288
Registration No.: 1380991
Filing Date: July 22, 1985
Registered: February 4, 1986
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: TRIPLE TAN
Serial No.: 73495540
Registration No.: 1351223
Filing Date: August 20, 1984
Registered: July 30, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: FANDANGO
Serial No.: 73492982
Registration No.: 1338690
Filing Date: August 2, 1984
Registered: June 4, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: SKIN MOIST
Serial No.: 73492690
Registration No.: 1356128
Filing Date: July 31, 1984
Registered: August 27, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: COMFORTCAINE
Serial No.: 73489139
Registration No.: 1350221
Filing Date: July 9, 1984
Registered: July 23, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ALOEDAN
Serial No.: 73489138
Registration No.: 1353580
Filing Date: July 9, 1984
Registered: August 13, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ST. THOMAS
Serial No.: 73481581
Registration No.: 1451632
Filing Date: 73481581
Registered: August 11, 1987
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ALOE COLOR
Serial No.: 73461463
Registration No.: 1312998
Filing Date: January 16, 1984
Registered: January 8, 1985
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: IN DEPTH
Serial No.: 73448213
Registration No.: 1305660
Filing Date: October 17, 1983
Registered: November 20, 1984

Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: THE BEST THING NEXT TO YOUR SKIN
Serial No.: 73438274
Registration No.: 1309583
Filing Date: August 8, 1983
Registered: December 18, 1984
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: SEXY AFTERNOON
Serial No.: 73201427
Registration No.: 1135424
Filing Date: January 24, 1979
Registered: May 20, 1980
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: SCUBA
Serial No.: 73194642
Registration No.: 1140172
Filing Date: November 27, 1978
Registered: October 7, 1980
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: SAVE A TAN
Serial No.: 73194641
Registration No.: 1198348
Filing Date: November 27, 1978
Registered: June 15, 1982
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: VEE LINE
Serial No.: 73187023
Registration No.: 1120824
Filing Date: September 26, 1978
Registered: June 26, 1979
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: BLACK CORAL
Serial No.: 73162708
Registration No.: 1104589
Filing Date: March 17, 1978
Registered: October 24, 1978
Registrant: Key West Fragrance & Cosmetic Factory, Inc
Status: Live

Trademark: A.V.R.
Serial No.: 73104565
Registration No.: 1065616
Filing Date: 73104565
Registered: May 17, 1977
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: ZELE
Serial No.: 73104560
Registration No.: 1097824
Filing Date: October 27, 1976
Registered: August 1, 1978
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: GRAB A TAN
Serial No.: 73098027
Registration No.: 1066546
Filing Date: August 27, 1976
Registered: May 31, 1977
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: KEY WEST
Serial No.: 73089619
Registration No.: 1076234
Filing Date: June 8, 1976
Registered: November 1, 1977
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

Trademark: DESIGN ONLY
Serial No.: 73002131
Registration No.: 1001939
Filing Date: September 27, 1973
Registered: January 21, 1975
Registrant: Key West Fragrance & Cosmetic Factory, Inc.

Status: Live
Trademark: LIGHTHOUSE
Serial No.: 73769850
Registration No.: 1557543
Filing Date: December 16, 1988
Registered: September 26, 1989
Registrant: Key West Fragrance & Cosmetic Factory, Inc.
Status: Live

3. COMMON LAW

Trademark: SMOOTH SHAVE
Goods: shaving cream
Owner: Key West Fragrance & Cosmetic Factory, Inc.

Trademark: KEY WEST HYDRACLEAR
Goods: deep cleansing lotion for the face
Owner: Key West Fragrance & Cosmetic Factory, Inc.

Trademark: 1000 PORTHOLES
Goods: cologne
Owner: Key West Fragrance & Cosmetic Factory, Inc.

Trademark: KEY WEST ALOGENETIC SOLUTION
Goods: cleansing cream, hand and body lotion, moisturizing cream and night cream
Owner: Key West Fragrance & Cosmetic Factory, Inc.

Trademark: TAN A RAY
Goods: moisturizing lotion
Owner: Key West Fragrance & Cosmetic Factory, Inc.