

01-19-2005



Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

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DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

2/18/05

1. Name of conveying party(ies):

Kenra, LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: December 30, 2004

2. Name and address of receiving party(ies)

Name: Ardell International, Inc.

Internal Address: _____

Address: _____

Street Address: 2220 Gaspar Avenue

City: Los Angeles State: CA Zip: 90040

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State California
- Other

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)
607,130
1,941,221
2,734,139
2,723,622

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mark Kremer

Internal Address: _____

Conkle & Olesten, PLC

Street Address: 3130 Wilshire Blvd.

Suite 500

City: Santa Monica State: CA Zip: 90403

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 115.

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

032665

(Attach duplicate copy of this page if paying by deposit account)

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.

Mark Kremer

Name of Person Signing

Signature

2/10/04

Date

Total number of pages including cover sheet, attachments, and document: 4

01/19/2005 6TOM11 00000009 032665 607130 documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

01 FC:8521 40.00 BA
02 FC:8522 75.00 BA

TRADEMARK
REEL: 003104 FRAME: 0734

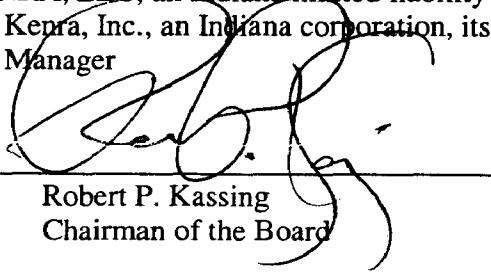
TRADEMARK ASSIGNMENT

Pursuant to the Asset Purchase Agreement between Assignor and Assignee (both as defined herein) dated as of this date, and for and in consideration of One Dollar (\$1.00) and other valuable consideration stated therein, the receipt and sufficiency of which is hereby acknowledged, Kenra, LLC, an Indiana limited liability company, having its principal office at 6501 Julian Avenue, Indianapolis, Indiana 46219 ("Assignor") hereby assigns and conveys to Ardell International, Inc., having its principal office at 2220 Gaspar Avenue, Los Angeles, California 90040 ("Assignee") Assignor's entire rights, title, and interests in the United States trademarks set forth below, the registrations thereof, and the goodwill of the business in which the marks are used, together with all claims for damages by reason of infringement, with the right to sue for, and collect the same for, its own use and behalf and for the use of its successors and assigns (collectively, the "Trademark Property and Rights"). Assignor agrees to execute and deliver or cause to be executed and delivered to Assignee, any and all documents and instruments, in form and substance reasonably satisfactory to Assignee, necessary to effect and complete the assignment and conveyance to Assignee of all of Assignor's rights, title and interests in the Trademark Property and Rights.

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
NO TWEEZE	Reg. No. 607,130	June 7, 1955
MICRO TWEEZE	Reg. No. 1,941,221	December 12, 1995
NO-TWEEZE RAISING EYEBROWS SINCE 1929 (with Flower Design)	Reg. No. 2,734,139	July 8, 2003
RAISING EYEBROWS SINCE 1929	Reg. No. 2,723,622	June 10, 2003

Executed as of December 30, 2004.

KENRA, LLC, an Indiana limited liability company
By Kenra, Inc., an Indiana corporation, its
Manager

By: 
Robert P. Kassing
Chairman of the Board

STATE OF INDIANA)
) SS:
COUNTY OF MARION)

Before me, a Notary Public, within and for said County and State, personally appeared Robert P. Kassing, the Chairman of the Board of Kenra, Inc., an Indiana corporation and the Manager of Kenra, LLC, an Indiana limited liability company, who acknowledged execution of the foregoing instrument on behalf of Kenra, Inc. in its capacity as the Manager of Kenra, LLC.

Witness my hand and Notarial Seal this 30th day of December, 2004.

Lynda S. Peterson
Notary Public (Signature)
Lynda S Peterson
(Printed Name)

My Commission Expires: 11/13/06
My County of Residence is: Marion
587335.2

LYNDA S. PETERSON, Notary Public
My Commission Expires: November 13, 2006
Resident of Marion County, Indiana

TRADEMARK