

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
Joar Cosmetic Labs, Inc.		07/05/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sexy Hair Concepts, LLC		
Street Address:	9232 Eton Avenue		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76250331	LIQUID ART	
CORRESPONDENCE DATA			
Fax Number:	(215)864-9950		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-864-8201		
Email:	jacobsmeadwayr@ballardspahr.com		
Correspondent Name:	Roberta Jacobs-Meadway		
Address Line 1:	1735 Market Street, 51st Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-7599		
NAME OF SUBMITTER:		Roberta Jacobs-Meadway	
Signature:		/Roberta Jacobs-Meadway/	
Date:		07/11/2005	

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Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Joar Cosmetic Labs, Inc. a California corporation having an address of 4218 San Fernando Road, Glendale CA 91204, owns and has filed an application for registration of the trademark listed in the attached Schedule (the Mark);


WHEREAS, Sexy Hair Concepts, LLC, a California limited liability company having an address of 9232 Eton Avenue, Chatsworth, CA 91311, is desirous of acquiring all right, title and interest in and to said Mark together with that portion of the business to which the Mark pertains and the goodwill of the business symbolized by the Mark and the application thereof.

WHEREAS, it is desired that the assignment of said application be made of record in the United States Patent and Trademark Office.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said Joar Cosmetic Labs, Inc., hereby assigns to said Sexy Hair Concepts, LLC all right, title and interest in and to said Mark, together with that portion of the business to which the Mark pertains and the goodwill of the business symbolized by said Mark, and the application thereof, and all rights to damages and profits, due or accrued, arising out of past infringements of said Mark, and the right to sue for and recover the same.


ASSIGNOR

JOAR COSMETIC LABS, INC.


Name: ARTURO MARTINEZ
Title: PRESIDENT CEO
Date: JUNE 30, 2005

ASSIGNEE

SEXY HAIR CONCEPTS, LLC


Name: MARK STILLER
Title: CO.O.
Date: JULY 5, 2005

MARK

SERIAL NO.

FILING DATE

LIQUID ART

76250331

May 2, 2001