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



U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102982326

To the Honorable Commissioner

...are attached original documents or copy thereof.

1. Name of conveying party(ies):
New Concepts for Beauty, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Florida
 Other _____

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

2. Name and address of receiving party(ies)
 Name: DeMert Brands, Inc.
 Internal Address: _____
 Address: _____
 Street Address: 15402 N. Nebraska Avenue
 City: Lutz State: FL Zip: 33549

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Florida
 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: February 28, 2005

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____
 B. Trademark Registration No.(s) 1,584,242

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: **1**

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Vincent L. Ramik
 Internal Address: Diller, Ramik & Wight
 Street Address: 7345 McWhorter Place
Suite 101
 City: Annandale State: VA Zip: 22003

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account if enclosed is insufficient

8. Deposit account number:
50-1716

APR 12 AM 9:58
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 U.S. PATENT & TRADEMARK OFFICE

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9. Signature.
Vincent L. Ramik [Signature] April 11, 2005
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: **2**

04/14/2005 DBYRNE 00000067 1584242 01 FC:8521

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 003147 FRAME: 0446

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, New Concepts for Beauty, Inc. a corporation existing under the laws of the State of Florida, with a principal place of business at 1480 S.W. 30th Avenue, Boynton Beach, Florida 33426, is the owner of the following trademark:


| <u>Mark</u> | <u>Reg. No.</u> | <u>Reg. Date</u> |
|-------------|-----------------|-------------------|
| HI-PRO-PAC | 1,584,242 | February 27, 1990 |

WHEREAS, DeMert Brands, Inc., a corporation existing under the laws of the State of Florida, with a principal place of business at 15402 N. Nebraska Avenue, Lutz, Florida 33549, is desirous of acquiring said trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, New Concepts for Beauty, Inc. hereby assigns to DeMert Brands, Inc. all right, title and interest in the United States in and to said trademark, together with the goodwill of the business symbolized by said trademark, and the registration thereof.

New Concepts for Beauty, Inc.

2/28/05
Date

By: 
Name: Lee Roberts
Title: PRES