

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Pop Beauty Limited		09/21/2005	CORPORATION: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	Petra Strand Oppe
<b>Street Address:</b>	16 Cambridge Road
<b>City:</b>	London
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	SW13 0PG
<b>Entity Type:</b>	INDIVIDUAL: SWEDEN

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	2859740	POPBEAUTY
Registration Number:	2859741	POPBEAUTY

**CORRESPONDENCE DATA**

**Fax Number:** (312)984-3220  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 312-629-7370  
**Email:** paul.zagrodnik@bfkpn.com  
**Correspondent Name:** Malcolm McCaleb, Jr.  
**Address Line 1:** 333 West Wacker Drive  
**Address Line 2:** Suite 2700  
**Address Line 4:** Chicago, ILLINOIS 60606

<b>ATTORNEY DOCKET NUMBER:</b>	PPBY001,002
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**DOMESTIC REPRESENTATIVE**

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Name: Malcolm McCaleb, Jr.  
Address Line 1: 333 West Wacker Drive  
Address Line 2: Suite 2700  
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Malcolm McCaleb, Jr.
Signature:	/Malcolm McCaleb, Jr./
Date:	10/05/2005

Total Attachments: 2  
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United States

**ASSIGNMENT OF TRADEMARK**

**WHEREAS**, Pop Beauty Limited, a United Kingdom corporation, having its principal place of business 16 Cambridge Road, London SW13 0PG (“Assignor”), is the sole and exclusive owner of the trademarks described in Schedule A attached hereto and made a part hereof.

**WHEREAS**, Petra Strand Oppe, a citizen of Sweden and resident of the United Kingdom, residing at 16 Cambridge Road, London SW13 0PG, United Kingdom (“Assignee”), desires to acquire the entire right, title and interest in, to and under the said trademarks and any registrations and applications for registration thereof.

**NOW, THEREFORE**, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under said trademarks and any registrations and applications for registration thereof (the “Trademarks”), together with the entire business and goodwill of the business associated with and symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

**AND**, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned, along with that portion of its business which has developed the services to which the Trademarks pertain.

**IN TESTIMONY WHEREOF**, Assignor has executed this Assignment by its proper officers thereunto duly authorized, this 21 day of SEPTEMBER, 2005.

Pop Beauty Limited

  
By: \_\_\_\_\_ A-P-OPPE  
Its: MANAGING DIRECTOR

**SCHEDULE A**

**Trademarks**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
POPBEAUTY	2859740	July 6, 2004
POPBEAUTY (Stylized)	2859741	July 6, 2004