

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
|----------------------|----------|----------------|---------------------------------|
| 25 Market Share, LLP | | 10/03/2005 | LIMITED PARTNERSHIP: ARIZONA |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------|
| Name: | Designer Skin, LLC |
| Street Address: | 1325 W. 21st Street |
| City: | Tempe |
| State/Country: | ARIZONA |
| Postal Code: | 85082 |
| Entity Type: | COMPANY: ARIZONA |

PROPERTY NUMBERS Total: 6

| Property Type | Number | Word Mark |
|----------------|----------|------------------------|
| Serial Number: | 78417724 | SHRINE |
| Serial Number: | 78413115 | FAKER |
| Serial Number: | 78413109 | FLOOZY |
| Serial Number: | 78413103 | BRONZE BONDAGE |
| Serial Number: | 78411968 | SPLASH! TANNING TONICS |
| Serial Number: | 78405197 | SPLASH TANNING TONICS |

CORRESPONDENCE DATA

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CH \$165.00 78417724

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|---|------------------------|
| ATTORNEY DOCKET NUMBER: | 113.03 ASSIGNMENTS (6) |
| NAME OF SUBMITTER: | Vanessa Riviere |
| Signature: | /vanessa riviere/ |
| Date: | 10/05/2005 |
| Total Attachments: 1 source=25 Market Share (Assignment 3)#page1.tif | |

ASSIGNMENT

WHEREAS 25 Market Share, LLP, a limited liability partnership existing under the laws of Arizona with an office at 1325 West 21st Street, Tempe, AZ 85282 (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the following trademarks, currently pending in the United States Patent and trademark Office:


| <u>Trademark</u> | <u>Serial No.</u> |
|-------------------------------------|-------------------|
| SHRINE | 78/417,724 |
| FAKER | 78/413,115 |
| FLOOZY | 78/413,109 |
| BRONZE BONDAGE | 78/413,103 |
| SPLASH TANNING TONICS | 78/411,968 |
| SPLASH TANNING TONICS And Design | 78/405,197 |

AND WHEREAS, Designer Skin, LLC, a limited liability company organized under the laws of Arizona with an office at 1325 West 21st Street, Tempe, AZ 85282 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the applications thereof.

NOW, THEREFORE, in consideration of U.S. \$2 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks, together with that part o the good will of the ASSIGNOR'S business connected with the use of and symbolized by th4e said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 3rd day of October 2005.

25 Market Share, LLP

By: 
Title: VP