

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/01/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ouidad Salon Corporation		10/05/2005	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Ouidad Licensing Corporation
Street Address:	89 Putnam Park Road
City:	Bethel
State/Country:	CONNECTICUT
Postal Code:	06801
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1794602	QUIDAD

CORRESPONDENCE DATA

Fax Number: (212)779-6063
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-779-9800
 Email: rhunter@luboathau.com
 Correspondent Name: Richard Hunter
 Address Line 1: 10 E. 40th Street
 Address Line 2: 30th Floor
 Address Line 4: New York, NEW YORK 10016

NAME OF SUBMITTER:	Richard Hunter
Signature:	/RH/
Date:	10/06/2005

OP \$40.00 1794602

Total Attachments: 3

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TRADEMARK ASSIGNMENT

ASSIGNMENT made as of June 1, 2005, by OUIDAD, INC., a New York corporation (“Assignor”), to OUIDAD LICENSING CORPORATION, a New York corporation (“Assignee”). Assignor and Assignee both have offices located at 37 West 57th Street, 4th Floor, New York, NY 10019.

Assignor and Assignee are parties to an Intercompany Assignment and Salon License Agreement dated as of June 1, 2005 (the “Agreement”), pursuant to which Assignor agreed to sell to Assignee and Assignee agreed to buy from Assignor certain Intellectual Property Rights (as defined in the Agreement), including without limitation the trademarks of Assignor. Pursuant to the Agreement, Assignor has agreed to execute from time to time all documents reasonably requested by Assignee to evidence Assignee’s ownership of the Intellectual Property Rights.

In accordance with the Agreement, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor’s worldwide right, title and interest in, to and under Assignor’s registered and unregistered domestic and foreign trademarks and trademark registrations and applications, including without limitation the trademarks and trademark registrations and applications listed on Schedule A hereto (collectively, the “Trademarks”).

Therefore, Assignor, for and in exchange for the consideration set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor’s worldwide right, title and interest in, to and under the Trademarks, together with the goodwill of the business associated therewith, all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

In witness whereof, Assignor has signed this instrument on the date set forth below with effect as of the date first above written.

OUIDAD, INC.

By 

Title President

Date 10/5/05

THE TRADEMARKS

Trademark Registrations and Applications at the U.S. Patent and Trademark Office

Registrations

<i>Reg. No</i>	<i>Mark</i>	<i>Reg. Date</i>
1794602	OUIDAD	9/28/1993