

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
Lander Co., Inc.		09/26/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Mary Kay, Inc.		
Street Address:	16251 Dallas Parkway		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75248		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2524771	ICICLES	
CORRESPONDENCE DATA			
Fax Number:	(512)536-4598		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	512.474.5201		
Email:	aotrademark@fulbright.com		
Correspondent Name:	Richard J. Groos		
Address Line 1:	600 Congress Avenue, Suite 2400		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	10504740/MKAY:083		
NAME OF SUBMITTER:	Martin Hernandez		
Signature:	/Martin Hernandez/		
Date:	10/13/2005		

OP \$40.00 2524771

Total Attachments: 2

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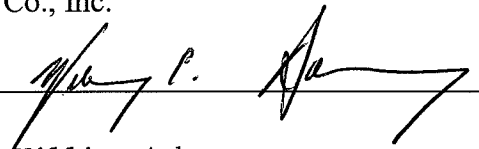
TRADEMARK ASSIGNMENT

WHEREAS, Lander Co., Inc., a Delaware corporation having a business address of 2000 Lenox Drive, Suite 202, Lawrenceville, New Jersey 08648 ("Assignor"), is the owner of U.S. Trademark Registration No. 2,524,771 for the mark ICICLES (the "MARK") for "shower gel, body lotion, scented body spray, and liquid soap for skin." (the "REGISTRATION").

WHEREAS, Mary Kay, Inc. a Delaware corporation having a principal place of business at 16251 Dallas Parkway, Dallas, Texas 75248 (hereinafter "Assignee"), desires to acquire the MARK and the REGISTRATION.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor represents and warrants that it is the owner of the MARK and the REGISTRATION and does hereby transfer, grant, convey, assign and relinquish exclusively unto said Assignee, all right, title and interest in and to the MARK and the REGISTRATION, including the right to enforce the MARK and the REGISTRATION and the right to recover for past damages for infringement thereof, together with the goodwill of the business symbolized by the MARK and the REGISTRATION, and all documents relating to the rights to and usage thereof.

Lander Co., Inc.

By: 

Name: William Acheson

Title: Executive Vice President/Sales and Marketing

Date: 9/26/05

STATE OF _____ §

COUNTY OF _____ §

BEFORE ME, THE UNDERSIGNED AUTHORITY, on this 30 day of September, 2005, personally appeared William Acheson known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that s/he is authorized to execute the same on behalf of the identified company and that s/he executed the same on behalf of the company for the purposes and consideration therein expressed.

TARA LYNN DiBARI
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES OCT 26, 2009

Tara L. DiBari

Sworn to and subscribed before me
this 30 day of Sept 20 05

Notary Public in and for the State of NJ

Tara DiBari
(Type or Print Name)

My Commission Expires: Oct. 26, 2009