

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
Eliot Roberts		10/28/2005	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Piege Co., Inc.		
Street Address:	20120 Plummer Street		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2111987	BODY JEWELS	
CORRESPONDENCE DATA			
Fax Number:	(202)457-6315		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-457-6000		
Email:	gborababy@pattonboggs.com, docketingtrademarks@pattonboggs.com, cmckibbins@pattonboggs.com		
Correspondent Name:	George M. Borababy		
Address Line 1:	Patton Boggs LLP		
Address Line 2:	2550 M Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
NAME OF SUBMITTER:	George M. Borababy		
Signature:	/george m. borababy/		
Date:	11/01/2005		

CH \$40.00 2111987

Total Attachments: 3

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SCHEDULE A

DEED OF ASSIGNMENT

WHEREAS, Eliot Roberts ("Assignor") has adopted and used, directly and through his predecessors-in-interest, and is the rightful owner of all right, title and interest in and to, the common law and registered mark identified on Schedule A hereto ("Mark"), which Assignor and his predecessors-in-interest have used, as well as the United States Registration relating to the Mark that is identified on Schedule A hereto ("Registration"), and owns and enjoys the goodwill of the business appurtenant to and symbolized by said Mark; and

WHEREAS, Piege Co., Inc., a corporation organized and existing under the laws of the State of California ("Assignee"), is desirous of acquiring said Mark and Registration and the goodwill of the business appurtenant to and symbolized by said Mark and Registration;

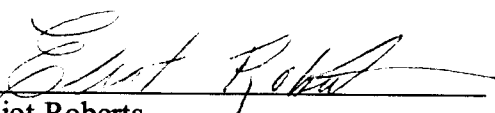
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over, effective as of the date hereof, to Assignee, the entire right, title and interest in and to said Mark and Registration, along with the goodwill of the business appurtenant to and symbolized by said Mark and Registration, in the United States, in all states, territories and possessions thereof and in all foreign countries, including, but not limited to, the right to sue or otherwise recover for any and all past, present and future infringements, dilution, acts of unfair competition, passing off or misappropriation thereof and to bring opposition and cancellation proceedings based thereon.

The Mark and Registration are transferred to Assignee, its successors and assigns, to and for its and their own proper right, use and benefit forever.

Assignor covenants with Assignee, its successors and assigns, that Assignor is the lawful and exclusive owner of the Mark and Registration and has good right to sell them and that the Mark and Registration are, as of the date hereof, free and clear of all liens, pledges, security interests, licenses, charges, encumbrances and claims of others.

From and after the date hereof, Assignor shall, from time to time, at Assignee's request, without additional consideration, promptly execute and deliver, or cause to be executed and delivered, to Assignee such further instruments of conveyance and transfer and other documents, and take such further action, as Assignee may reasonably require in order to convey, transfer and enforce any of Assignee's rights in and to the Mark and Registration.

IN WITNESS WHEREOF, as of the 28 day of October, 2005, Assignor has executed this instrument.

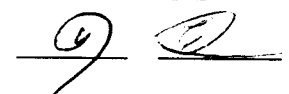


Eliot Roberts

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INITIALS



TRADEMARK

REEL: 003185 FRAME: 0197

SCHEDULE A TO
DEED OF ASSIGNMENT

Mark

BODY JEWELS

Federal Registrations

U.S. Trademark Registration No. 2,111,987



INITIALS

D *R*

TRADEMARK

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California }
County of Los Angeles } ss.

On October 28, 2005, before me, DORA V. RUBIO, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")
personally appeared Eliot Roberts
Name(s) of Signer(s)

personally known to me
 proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

D.V. Rubio
Signature of Notary Public

Place Notary Seal Above

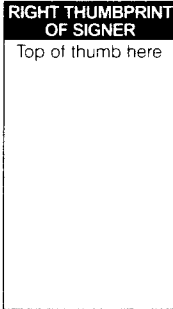
OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document
Title or Type of Document: Deed of Assignment
Document Date: 10/28/05 Number of Pages: 2
Signer(s) Other Than Named Above: NA

Capacity(ies) Claimed by Signer
Signer's Name: Eliot Roberts
 Individual
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Attorney in Fact
 Trustee
 Guardian or Conservator
 Other: _____

Signer Is Representing: _____



BIO
1560481
California
County
Mar 24, 2009