

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Error in previously recorded cover sheet (Reel/Frame:2873/0235) listed Assignor as CA Corporation. Assignor was correctly listed as DE Corporation in the Assignment. There is no effect on title; title has always been held by DE Corporation.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Guthy-Renker Corporation		05/21/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Victoria Principal Productions, Inc.
Street Address:	9255 Sunset Boulevard
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2454011	CONTINUOUS LIFT
Registration Number:	2586015	BOOSTER COMPLEX
Registration Number:	2733250	TRAVELIZER
Registration Number:	2760001	BLOTTOHS!
Registration Number:	1948353	BLEMISH BUSTER
Registration Number:	2265579	CONTINUOUS MOISTURE
Registration Number:	2261553	EYESAVER GEL
Registration Number:	2267869	GENTLE DEEP 4-IN-1 CLEANSER
Registration Number:	2531985	SKIN REVITALIZING TRIO
Registration Number:	1880333	LIPTENSIVE

CORRESPONDENCE DATA

OP \$265.00 2454011

Fax Number: (858)456-4802
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 858-456-4801
Email: docketing@trademarkgroup.com
Correspondent Name: Marnie Wright Barnhorst, Esq.
Address Line 1: 7850 Ivanhoe Avenue
Address Line 4: La Jolla, CALIFORNIA 92037

ATTORNEY DOCKET NUMBER:	513-001
NAME OF SUBMITTER:	Marnie Wright Barnhorst, Esq.
Signature:	/MWB/
Date:	01/11/2006

Total Attachments: 15

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ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION


WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **LIPTENSIVE** registered in the United States Patent and Trademark Office on February 28, 1995 and assigned Registration No: 1,880,333;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **GENTLE DEEP 4-IN-1 CLEANSER** registered in the United States Patent and Trademark Office on August 3, 1999 and assigned Registration No: 2,267,869;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **EYESAVER GEL** registered in the United States Patent and Trademark Office on July 13, 1999 and assigned Registration No: 2,261,553;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **CONTINUOUS MOISTURE** registered in the United States Patent and Trademark Office on July 27, 1999 and assigned Registration No: 2,265,579;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **BLEMISH BUSTER** registered in the United States Patent and Trademark Office on January 16, 1996 and assigned Registration No: 1,948,353;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at 3340 Ocean Ave
Santa Monica, this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **TRAVELIZER** registered in the United States Patent and Trademark Office on July 1, 2003 and assigned Registration No: 2,733,250;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **BOOSTER COMPLEX** registered in the United States Patent and Trademark Office on June 25, 2002 and assigned Registration No: 2,586,015;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark:

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **SKIN REVITALIZING TRIO** registered in the United States Patent and Trademark Office on January 22, 2002 and assigned Registration No: 2,531,985;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica, this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation ("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **BLOTTOHS!** registered in the United States Patent and Trademark Office on September 2, 2003 and assigned Registration No: 2,760,001;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica, this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker Corporation("Assignor"), a Delaware corporation, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark **CONTINUOUS LIFT** registered in the United States Patent and Trademark Office on May 22, 2001 and assigned Registration No: 2,454,011;

WHEREAS, Victoria Principal Productions, Inc.("Assignee"), a California corporation, having a place of business at 9255 Sunset Boulevard, Los Angeles, CA 90069, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica this 21 day of May, 2004.

Guthy-Renker Corporation



Ben Van de Bunt, Esq.
Executive Vice President

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

**06/11/2004
 900009057**

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Guthy-Renker Corporation		05/21/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Victoria Principal Productions, Inc.
Street Address:	9255 Sunset Boulevard
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2454011	CONTINUOUS LIFT
Registration Number:	2586015	BOOSTER COMPLEX
Registration Number:	2733250	TRAVELIZER
Registration Number:	2760001	BLOTTOHSI
Registration Number:	1948353	BLEMISH BUSTER
Registration Number:	2265579	CONTINUOUS MOISTURE
Registration Number:	2261553	EYESAVER GEL
Registration Number:	2267869	GENTLE DEEP 4-IN-1 CLEANSER
Registration Number:	2531985	SKIN REVITALIZING TRIO
Registration Number:	1880333	LIPTENSIVE

CORRESPONDENCE DATA

Fax Number: (858)456-4802
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 858-456-4801
 Email: docketing@trademarkgroup.com

OP \$265.00 2454011

Correspondent Name: Mamie Wright Barnhorst, Esq.
Address Line 1: 7850 Ivanhoe Avenue
Address Line 4: La Jolla, CALIFORNIA 92037

ATTORNEY DOCKET NUMBER:

513

NAME OF SUBMITTER:

Marnie Wright Barnhorst, Esq.

Total Attachments: 10

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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231



900009057A

JUNE 18, 2004

PTAS

MARNIE WRIGHT BARNHORST, ESQ.
7850 IVANHOE AVENUE
LA JOLLA, CA 92037

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 06/11/2004

REEL/FRAME: 002873/0235
NUMBER OF PAGES: 12

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
DOCKET NUMBER: 513

ASSIGNOR:

GUTHY-RENKER CORPORATION

DOC DATE: 05/21/2004
CITIZENSHIP: CALIFORNIA
ENTITY: CORPORATION

ASSIGNEE:

VICTORIA PRINCIPAL PRODUCTIONS,
INC.
9255 SUNSET BOULEVARD
LOS ANGELES, CALIFORNIA 90069

CITIZENSHIP: CALIFORNIA
ENTITY: CORPORATION

APPLICATION NUMBER: 75768791
REGISTRATION NUMBER: 2454011

FILING DATE: 08/05/1999
ISSUE DATE: 05/22/2001

MARK: CONTINUOUS LIFT

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

TRADEMARK
REEL: 003225 FRAME: 0468

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APPLICATION NUMBER: 75866699
REGISTRATION NUMBER: 2586015FILING DATE: 12/07/1999
ISSUE DATE: 06/25/2002

MARK: BOOSTER COMPLEX

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76364333
REGISTRATION NUMBER: 2733250FILING DATE: 01/29/2002
ISSUE DATE: 07/01/2003

MARK: TRAVELIZER

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76367909
REGISTRATION NUMBER: 2760001FILING DATE: 02/07/2002
ISSUE DATE: 09/02/2003

MARK: BLOTTOHS!

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74570118
REGISTRATION NUMBER: 1948353FILING DATE: 09/06/1994
ISSUE DATE: 01/16/1996

MARK: BLEMISH BUSTER

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75356661
REGISTRATION NUMBER: 2265579FILING DATE: 09/15/1997
ISSUE DATE: 07/27/1999

MARK: CONTINUOUS MOISTURE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75356659
REGISTRATION NUMBER: 2261553FILING DATE: 09/15/1997
ISSUE DATE: 07/13/1999

MARK: EYESAVER GEL

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75356669
REGISTRATION NUMBER: 2267869FILING DATE: 09/15/1997
ISSUE DATE: 08/03/1999

MARK: GENTLE DEEP 4-IN-1 CLEANSER

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 76209192
REGISTRATION NUMBER: 2531985FILING DATE: 02/09/2001
ISSUE DATE: 01/22/2002

MARK: SKIN REVITALIZING TRIO

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74503652
REGISTRATION NUMBER: 1880333FILING DATE: 03/21/1994
ISSUE DATE: 02/28/1995

MARK: LIPTENSIVE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

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JEFFREY OLSEN, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS