

**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:	06/20/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
LOLIERE, INC.		06/20/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	ADVERTISING TO WOMEN, INC.
Street Address:	644 Broadway - Suite 5W
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
Entity Type:	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Registration Number:	1982979	AQUARIUS
Registration Number:	2006717	ARIES
Registration Number:	2019185	AROMASTROLOGY
Registration Number:	1982974	CANCER
Registration Number:	1982978	CAPRICORN
Registration Number:	2039275	EAU DE BLONDE
Registration Number:	2072144	GEMINI
Registration Number:	1982973	HOROSCOPE
Registration Number:	2004824	LEO
Registration Number:	2055786	LIBRA
Registration Number:	1982980	PISCES
Registration Number:	1982977	SAGITTARIUS
Registration Number:	1982976	SCORPIO

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Registration Number:	1987550	TAURUS
Registration Number:	1982975	VIRGO

**CORRESPONDENCE DATA**

Fax Number: (212)813-5901  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212 813-5900  
Email: pboisson@frosszelnick.com  
Correspondent Name: Fross Zelnick Lehrman & Zissu, P.C.  
Address Line 1: 866 United Nations Plaza  
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	LOLI-9704171
NAME OF SUBMITTER:	Patrick Boisson
Signature:	/patrick boisson/
Date:	06/23/2006

Total Attachments: 2  
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**CONFIRMATORY ASSIGNMENT**

WHEREAS, LOLIERE, INC., a Delaware corporation, with an address of 644 Broadway - Suite 5W, New York, New York 10012 ("Assignor"), was the owner of the following trademarks listed in the attached schedule (hereinafter, the "Trademarks"):

WHEREAS, ADVERTISING TO WOMEN, INC., a New York corporation, located and doing business at 644 Broadway - Suite 5W, New York, New York 10012 ("Assignee"), acquired said Trademarks and all associated goodwill in the Trademarks, effective February 2, 2003;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective February 2, 2003, of all right, title and interest in and to the Trademarks and the above-named registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Dated: June 20, 2006

LOLIERE, INC.

By: Lois Geraci Ernst

Name: Lois Geraci ERNST

Title: CEO

**SCHEDULE OF TRADEMARKS**

<b>TRADEMARK</b>	<b>REGISTRATION NO.</b>
AQUARIUS	1982979
ARIES	2006717
AROMASTROLOGY	2019185
CANCER	1982974
CAPRICORN	1982978
EAU DE BLONDE	2039275
GEMINI	2072144
HOROSCOPE	1982973
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