

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/28/2004

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Stephen L. LaFrance Pharmacy, Inc.		07/28/2006	CORPORATION: ARKANSAS

**RECEIVING PARTY DATA**

Name:	Stephen L. LaFrance Holdings, Inc.
Street Address:	3017 N. Midland Dr.
City:	Pine Bluff
State/Country:	ARKANSAS
Postal Code:	71603
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2192520	SELECT BRAND

**CORRESPONDENCE DATA**

Fax Number: (415)983-1200  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 415-983-1274  
 Email: sftrademarks@pillsburylaw.com  
 Correspondent Name: Robert B. Burlingame  
 Address Line 1: P.O. Box 7880  
 Address Line 2: Calendar/Docketing Department  
 Address Line 4: San Francisco, CALIFORNIA 94120-7880

ATTORNEY DOCKET NUMBER:	007178/0212535/RLK/RBB
NAME OF SUBMITTER:	Robert B. Burlingame

CH \$40.00 2192520

Signature:	/per Garret M. Sorensen/
Date:	07/29/2006
Total Attachments: 1 source=SELECT BRAND assignment#page1.tif	

**TRADEMARK ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Stephen L. LaFrance Pharmacy, Inc., an Arkansas corporation and wholly owned subsidiary of Stephen L. LaFrance Holdings, Inc., does hereby assign, transfer and convey to Stephen L. LaFrance Holdings, Inc., a Delaware corporation, **effective nunc pro tunc as of June 28, 2004**, all right, title and interest in the trademark and name SELECT BRAND for "facial sponges for cosmetic purposes, and sponges for household purposes", including U.S. Trademark Registration No. 2192520, and the goodwill symbolized by and associated with the use of same, together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement and receive all damages, payments and costs and fees associated therewith.

Stephen L. LaFrance Pharmacy, Inc.  
3017 N. Midland Dr.  
Pine Bluff, AR 71603

By:   
(Signature)

GARRET M. SORENSEN  
(Print name)

VICE PRESIDENT  
(Title)

7-28-06  
(Date)