

**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:	07/27/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Davies Gate LLC		07/27/2006	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	Collective Wellbeing LLC
Street Address:	P.O. Box 2046
City:	Irwindale
State/Country:	CALIFORNIA
Postal Code:	91706
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2901775	COLLECTIVE BEAUTY

**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  
 Correspondent Name: Marnie Wright Barnhorst, Esq.  
 Address Line 1: 1200 Prospect Street Suite G-100  
 Address Line 4: La Jolla, CALIFORNIA 92037

ATTORNEY DOCKET NUMBER:	T11766US00
NAME OF SUBMITTER:	Marine Wright Barnhorst, Esq.
Signature:	/MWB/

Date:

08/18/2006

Total Attachments: 1

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ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

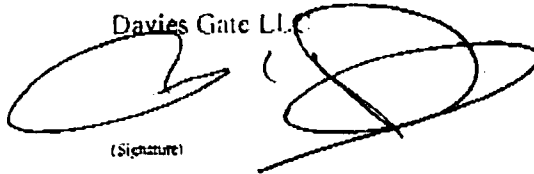
WHEREAS, Davies Gate LLC ("Assignor"), a California corporation, having a place of business at P.O. Box 2046 Irwindale, California 91706, is the owner of the trademark COLLECTIVE BEAUTY registered in the United States Patent and Trademark Office on November 9, 2004 and assigned Registration No: 2,901,775:

WHEREAS, Collective Wellbeing LLC ("Assignee"), a California corporation, having a place of business at P.O. Box 2046 Irwindale, California 91706, 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 Irwindale, CA this 6<sup>th</sup> day of July, 2006.

Davies Gate LLC



(Signature)

(Print or type name and position - must be an officer)

John G Davies Jr.  
(CEO)