TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/16/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Playtex Products, Inc.		02/08/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Lander Intangibles Corporation
Street Address:	1011 Centre Road, Suite 322
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19805
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2742594	BEAUTY OF CHOICE

CORRESPONDENCE DATA

Fax Number: (609)924-3036
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 609-924-8555
Email: tdenys@mathewslaw.com
Correspondent Name: Todd A. Denys
Address Line 1: 29 Thanet Road, Suite 201
Address Line 4: Princeton, NEW JERSEY 08540-3674

ATTORNEY DOCKET NUMBER:	5350-344 US
NAME OF SUBMITTER:	Todd A. Denys
Signature:	/todd a. denys/

CH $40.00 2742594

Date:	02/08/2007

Total Attachments: 3
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UNITED STATES

NUNC PRO TUNC ASSIGNMENT

THIS ASSIGNMENT is made effective the 16th day of November, 2005 between, PLAYTEX PRODUCTS, INC., a corporation organized and existing under the laws of the State of Delaware, with a principal place of business located at 300 Nyala Farms Road, Westport, Connecticut 06880, United States of America (hereinafter the "ASSIGNOR"), and LANDER INTANGIBLES CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with a with a corporate address of 1011 Centre Road, Suite 322; Wilmington, Delaware 19805, United States of America, (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademark and Trademark Registration therefor listed in Schedule A attached hereto (hereinafter the "Trademark"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademark to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademark and Trademark Registration therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademark and Trademark Registration pertain and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 8th day of February, 2007.

PLAYTEX PRODUCTS, INC.

BY: _____

Name: William Stammer

Title: Assistant Secretary and Associate General Counsel

(Corporate seal)

United States of America)
State of Connecticut) ss: Westport
County of Fairfield)

On this 8th day of February, 2007, before me, personally appeared, William Stammer, to me known, who being by me duly sworn, did depose and say that he is Assistant Secretary and Associate General Counsel of Personal Care Group, Inc., the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

Ann Munnelly
Notary Public

Notarial Seal

Ann Munnelly
NOTARY PUBLIC
State of Connecticut
My Commission Expires 6/30/09

UNITED STATES

SCHEDULE A

Trademark	Registration No.
BEAUTY OF CHOICE	2,742,594