

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Johnson Marketing Group, Inc.		03/23/2007	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Intelligent Beauty LLC		
Street Address:	2447 Pacific Coast Highway		
Internal Address:	Suite 200		
City:	Hermosa Beach		
State/Country:	CALIFORNIA		
Postal Code:	90254		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78724559	RAW COLOR	
CORRESPONDENCE DATA			
Fax Number:	(760)340-6698		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7605682611		
Email:	nina.beck@bbklaw.com		
Correspondent Name:	Michael J. Andelson, Esq.		
Address Line 1:	74760 Highway 111		
Address Line 2:	Suite 200		
Address Line 4:	Indian Wells, CALIFORNIA 92210		
ATTORNEY DOCKET NUMBER:	78413.00007		
NAME OF SUBMITTER:	Michael J. Andelson		
Signature:	/s/		

OP \$40.00 78724559

Date:

03/23/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Johnson Marketing Group, a corporation organized and existing under the laws of the State of Nevada, with its principal place of business at 633 Saint Croix Street, Henderson, Nevada 89012 ("Assignor"), has adopted and owns the trademark RAW COLOR ("the Mark"), and is the owner of United States Trademark Application No. 78724559 for the Mark (hereinafter collectively referred to as the "Trademark Property") in connection with Assignor's goods identified in the Trademark Application, and the goodwill associated therewith;

WHEREAS, Intelligent Beauty LLC, a limited liability company organized and existing under the laws of the State of Delaware, having its principal place of business at 2447 Pacific Coast Highway, Suite 200, Hermosa Beach, California 90254 ("Assignee"), is a successor in interest to that portion of Assignor's business to which the Mark pertains, and, accordingly, desires to acquire all right, title and interest in and to the Trademark Property.

NOW THEREFORE, and in consideration of the parties' mutual covenants and undertakings, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee, its successors, assigns, and legal representatives, all rights, title and interest in and to the Mark and Trademark Property, including all registrations and applications for registration thereof, together with the goodwill of the business symbolized by the Mark, and including any and all claims for past infringement thereof, including all rights as opponents in any opposition or cancellation proceeding. Assignor further agrees to execute all documents necessary to perfect such rights, title and interest in Assignee, its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed.

JOHNSON MARKETING GROUP

Name: *[Signature]*

Title: *President*

Date: *2/23/07*

INTELLIGENT BEAUTY LLC

Name: *[Signature]*

Title: *President*

Date: *3/23/07*

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