

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
JUDITH JACKSON, INC.		04/24/2000	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	BLISS WORLD LLC		
Street Address:	50 WASHINGTON STREET		
Internal Address:	7TH FLOOR		
City:	BROOKLYN		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75629340	BLISS	
Registration Number:	1536016	BLISS	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	MICHELLE P. FOXMAN		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	BEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	BLSW 00/07996		
NAME OF SUBMITTER:	Michelle P. Foxman		

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TRADEMARK
REEL: 003530 FRAME: 0129

Signature:	/anca nicolescu/
Date:	04/26/2007
Total Attachments: 2 source=0007996 - ASSIGNMENT bLISS (f0046704)#page1.tif source=0007996 - ASSIGNMENT bLISS (f0046704)#page2.tif	

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT dated April 24, 2000, between JUDITH JACKSON, INC., a Connecticut corporation ("Seller"), in favor of Bliss World LLC, a Delaware limited liability company, located at 50 Washington Street, 7th floor, Brooklyn, New York 11201 ("Buyer").

WHEREAS, pursuant to the Trademark Assignment Agreement dated April 24, 2000 (the "Trademark Assignment Agreement"), Seller has agreed to transfer, assign, set over, and otherwise convey to Buyer all of Seller's right, title, and interest in, to and under certain trademarks, together with the goodwill associated with such trademarks, to be held by Buyer, and Buyer's successors, assigns and other legal representatives fully, entirely and absolutely.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

Seller hereby transfers, assigns, and otherwise conveys to Buyer, and Buyer's successors and assigns, effective as of the date hereof, Seller's entire right, title and interest in and to the BLISS Trademarks pursuant to the Trademark Assignment Agreement, together with the following, the same to be held and enjoyed by Buyer for Buyer's own use, and Buyer's successors and assigns, as fully and entirely as the same would have been held by Seller had this Assignment and sale not been made:

1. U.S. Trademark Registration No. 1,536,016 for BLISS for "cologne";
2. Pending U.S. trademark application Serial No. 75/629340 filed on January 28, 1999 for BLISS for "body crème".
3. The whole of the good will pertaining to the Bliss Trademark; and

4. Any claims for damages by reason of past infringement(s) of the BLISS Trademark with the right to sue for and collect the same for Buyer's own use and benefit, and for the use and on behalf of Buyer's successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Seller has duly executed this Trademark Assignment this 24th day of April, 2000.

JUDITH JACKSON, INC.

By: Judith Jackson
Judith Jackson, President

BLISS WORLD LLC

By: Marcia Kilgore Exec Director
Marcia Kilgore, Executive Director

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