

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ms. Traci Hayner Vanover		05/08/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Creative Concept		
<b>Street Address:</b>	8119 Medicine Bowe Run		
<b>City:</b>	Fort Wayne		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46825		
<b>Entity Type:</b>	CORPORATION: INDIANA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78931157	CUTICLE COCKTAILS	
<b>Serial Number:</b>	78907899	KISS MY SASS!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(708)366-2754		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	708-366-2777		
<b>Email:</b>	docket@mbgormanlaw.com		
<b>Correspondent Name:</b>	MB Gorman Law, P.C.		
<b>Address Line 1:</b>	7777 W. Lake Street STE 117		
<b>Address Line 4:</b>	River Forest, ILLINOIS 60305		
<b>NAME OF SUBMITTER:</b>	Joan Beacom		
<b>Signature:</b>	/Joan Beacom/		
<b>Date:</b>	05/11/2007		
<b>Total Attachments: 2</b>			

OP \$65.00 78931157

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## ASSIGNMENT

Whereas, Traci Hayner Vanover, an individual and United States Citizen, hereafter referred to as "Applicant" owns the marks: CUTICLE COCKTAILS and Design in connection with "cuticle conditioners; cuticle cream; nail care preparations; nail cream; non-medicated body soaks; non-medicated skin care preparations; non-medicated skin creams; non-medicated stimulating lotions for the skin; skin conditioners; skin cream; skin creams; skin creams in liquid and in solid form; skin lotions; skin moisturizer;" for which an application for registration before the United States Patent and Trademark Office has been filed on July 17, 2006, U.S. Application Serial Number 78931157 and KISS MY SASS! and design in connection with "lip balm" for which an application for registration before the United States Patent and Trademark Office has been filed on June 14, 2006, U.S. Application Serial Number 78907899; and

Whereas The Creative Concept, an Indiana corporation, with a principal place of business at 8119 Medicine Bow Run, Fort Wayne, Indiana 46825, herein referred to as "Assignee" is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, for good and valuable consideration, the receipt whereof is hereby acknowledged, the Applicant, by these present does sell, assign and transfer unto said Assignee the full and exclusive right to said marks in the United States and throughout the world and the entire right, title and interest in and to any and all Registered Trademarks which may be granted therefore in the United States or throughout the world, together with the good will of the business with which the marks are used, or that part of the good will connected with the use of, and

Assignment of Cuticle Cocktail and Design; Kiss my Sass! and Design  
From Traci Hayner Vanover to The Creative Concept.

April 18, 2007

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symbolized by, the marks; the Applicant authorizes and requests the Commissioner of Patent and Trademarks to issue any resulting Registered Trademarks to said Assignee, and the entire right, title, and interest in and to the same, for its sole use and behoof; and for the use and behoof of its legal representatives, to the full end of the term for which said Registered Trademarks may be granted, as fully and entirely as the same would have been held by the Applicant had this Assignment and sale not been made.

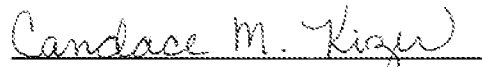
Executed this 8<sup>th</sup> day of May, 2007, at

By:   
Traci Hayner Vanover

State of Indiana )  
County of ~~Allegheny~~ Kosciusko ) SS: ~~463-27-1571~~

Before me personally appeared said Traci Hayner Vanover and acknowledged the foregoing instrument to be his free act and deed this day of May 8<sup>th</sup>, 2007.

Seal

  
Notary Public