

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
GRAHAM WEBB INTERNATIONAL, INC.		06/24/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LAURENT D PRODUCT, INC.		
Doing Business As:	DBA PRIVE PRODUCTS		
Street Address:	7250 Beverly Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2615833	PRIVE	
Registration Number:	2629222	PRIVE FORMULE AUX HERBES	
CORRESPONDENCE DATA			
Fax Number:	(213)630-5728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	213-891-5011		
Email:	jhawke@buchalter.com		
Correspondent Name:	Jody Hawke		
Address Line 1:	1000 Wilshire Boulevard, Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017-2457		
ATTORNEY DOCKET NUMBER:	P8070-0001		
NAME OF SUBMITTER:	Jody Hawke		

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Signature:	/Jody Hawke/
Date:	07/02/2007
Total Attachments: 1 source=gw#page1.tif	

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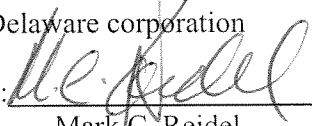
WHEREAS, GRAHAM WEBB INTERNATIONAL, INC, a Delaware Corporation, with a place of business at 5823 Newton Drive, Carlsbad, CA 92008 (“Assignor”), is the sole and exclusive owner of all right, title and interest in and to the trademarks PRIVE and PRIVE FORUMLE AUX HERBES for Hair care products, namely, shampoos, conditioners, styling mousse, styling gels, pomades, thickening lotions, smoothing serums, texturizing lotions, and hair spray, including all common law rights thereto and the corresponding U.S. Trademark Registration No.’s 2,615,833 and 2,629,222 respectively (the “Marks”), along with the associated goodwill of the business to which the Marks pertain; and

WHEREAS, LAURENT D PRODUCT, INC. d/b/a PRIVE PRODUCTS, a California corporation, located and doing business at 7250 Beverly Blvd. Los Angeles, CA 90036 (“Assignee”), is desirous of acquiring the Marks together with the goodwill symbolized by the Marks.

NOW, THEREFORE, in exchange for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers unto Assignee all of Assignor’s rights, title and interest in and to the Marks, and any other rights which Assignor may have acquired with respect thereto pursuant to assignment, common law or any other law, together with the goodwill of the business symbolized by the Marks.

This Assignment is executed this 24th day of June, 2007.

GRAHAM WEBB INTERNATIONAL, INC.,
a Delaware corporation

By: 
Mark C. Reidel
Vice President and General Counsel