

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Adam I. Sandow		10/26/2007	INDIVIDUAL:

**RECEIVING PARTY DATA**

<b>Name:</b>	Sandow Media, LLC
<b>Street Address:</b>	3731 N.W. 8th Avenue
<b>City:</b>	Boca Raton
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33431
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	77256035	NEWBEAUTY BEAUTYBOX
Serial Number:	77029707	DAILYBEAUTY
Registration Number:	3199799	TEST TUBE
Registration Number:	3132844	BEAUTY PASS
Registration Number:	3065171	SPA CHOCOLATE
Registration Number:	2981523	NEWBEAUTY
Serial Number:	77263933	NEWBEAUTY (BEAUTYLAB)

**CORRESPONDENCE DATA**

Fax Number: (561)659-6313  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 561-659-6313  
 Email: tina.lynch@akerman.com  
 Correspondent Name: J. Rodman Steele, Jr.  
 Address Line 1: 222 Lakeview Avenue; Fourth Floor  
 Address Line 4: West Palm Beach, FLORIDA 33401-6183

CH \$190.00 77256035

ATTORNEY DOCKET NUMBER:	7592-47 & OTHERS
NAME OF SUBMITTER:	J. Rodman Steele, Jr.
Signature:	/J. Rodman Steele, Jr./
Date:	10/26/2007
Total Attachments: 2 source=sandow assignment#page1.tif source=sandow assignment#page2.tif	

**ASSIGNMENT OF U.S. TRADEMARK APPLICATIONS  
AND U.S. TRADEMARK REGISTRATIONS**

WHEREAS, Adam I. Sandow, an individual and a citizen of Canada, with an address of 3731 N.W. 8<sup>th</sup> Avenue, Boca Raton, Florida 33431 (hereinafter "ASSIGNOR"), owns the Trademark Applications and Trademark Registrations which are set forth on the attached Exhibit "A" (hereinafter "Trademarks");

WHEREAS, Sandow Media, LLC, a Delaware limited liability company, located and doing business at 3731 N.W. 8<sup>th</sup> Avenue, Boca Raton, Florida 33431 (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the sole and exclusive right to proceed in its own name for any past infringement thereof.

Date: 10-26-07

  
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ADAM I. SANDOW

**EXHIBIT A**

<b><u>Trademark</u></b>	<b><u>Application Serial No. or Registration No.</u></b>
NEWBEAUTY BEAUTYBOX	77/256035
DAILYBEAUTY	3,298,626
TESTTUBE	3,199,799
BEAUTY PASS	3,132,844
SPA CHOCOLATE	3,065,171
NEWBEAUTY	2,981,523
NEWBEAUTY (BEAUTYLAB)	77/263933

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