

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/31/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beauty Time, Inc.		10/31/2007	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Nu-World Corp.
Street Address:	300 Milik Street
City:	Carteret
State/Country:	NEW JERSEY
Postal Code:	07008
Entity Type:	CORPORATION: NEW JERSEY

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2550333	BEAUTY TIME
Registration Number:	2659807	BEAUTY TIME
Registration Number:	2652131	RAPID COLOR

CORRESPONDENCE DATA

Fax Number: (732)549-1881
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 732-549-5600
 Email: emelzer@greenbaumlaw.com
 Correspondent Name: Eric H. Melzer, Esq.
 Address Line 1: 99 Wood Avenue South
 Address Line 2: 4th Floor
 Address Line 4: Iselin, NEW JERSEY 08830

NAME OF SUBMITTER:	Eric H. Melzer
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CH \$90.00 2550333

Signature:

/Eric H. Melzer/

Date:

11/12/2007

Total Attachments: 2

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ASSIGNMENT AND ASSUMPTION OF TRADEMARKS AGREEMENT

WHEREAS, BEAUTY TIME, INC., a New Jersey corporation having its principal place of business at 300 Milik Street, Carteret, New Jersey 07008 (the "Assignor"), has used and is the owner of the trademarks set forth on Exhibit A attached hereto and made a part hereof (collectively, the "Trademarks"); and

WHEREAS, NU-WORLD CORP., a New Jersey corporation having its principal place of business at 300 Milik Street, Carteret, New Jersey 07008 (the "Assignee"), is desirous of acquiring any and all rights that the Assignor may have in and to the Trademarks and the applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title and interest in and to the Trademarks, and the registrations and the applications therefor for the United States and throughout the world, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with all rights of action, powers and benefits accruing to the Trademarks, including without limitation, the right to recover for damages and profits for past infringements thereof.

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all the Assignor's rights, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, this Assignment is executed, delivered and made effective as of the 31 day of October 2007.

ASSIGNOR:

BEAUTY TIME, INC.

By: Joseph Bogatz
Joseph Bogatz, President

ASSIGNEE:

NU-WORLD CORP.

By: Joseph Bogatz
Joseph Bogatz, President

TRADEMARKS

<u>Mark</u>	<u>Registration or Serial #</u>	<u>Date of Registration or Filing</u>
BEAUTY TIME	2,550,333	March 19, 2002
BEAUTY TIME	2,659,807	December 10, 2002
RAPID COLOR	2,652,131	November 19, 2002