

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Beauty Selectives, 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: 9**

Property Type	Number	Word Mark
Registration Number:	2406032	BIO-STRONG
Registration Number:	2389928	CUE-PLEX
Registration Number:	2512643	GLOSS IT UP
Registration Number:	3283674	LIPOLOGY
Registration Number:	2822853	PERFECT CHANGE
Registration Number:	3117494	PRO FX
Registration Number:	1869172	RADIANT
Registration Number:	1792317	REBUILD
Registration Number:	1787781	RUSH

**CORRESPONDENCE DATA**

Fax Number: (732)549-1881  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 731-549-5600  
 Email: emelzer@greenbaumlaw.com

CH \$240.00 2406032

Correspondent Name: Eric H. Melzer  
Address Line 1: 99 Wood Avenue South  
Address Line 4: Iselin, NEW JERSEY 08830

NAME OF SUBMITTER:	Eric H. Melzer
Signature:	/Eric H. Melzer/
Date:	11/12/2007

Total Attachments: 2  
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**ASSIGNMENT AND ASSUMPTION OF TRADEMARKS AGREEMENT**

WHEREAS, BEAUTY SELECTIVES, 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 SELECTIVES, INC.

By: Joseph Bogatz  
Joseph Bogatz, President

ASSIGNEE:

NU-WORLD CORP.

By: Joseph Bogatz  
Joseph Bogatz, President

**TRADEMARKS**

<b><u>Mark</u></b>	<b><u>Registration or Serial #</u></b>	<b><u>Date of Registration or Filing</u></b>
BIO-STRONG	2,406,032	November 21, 2000
CUE-PLEX	2,389,928	September 26, 2000
GLOSS IT UP	2,512,643	November 27, 2001
LIPOLOGY	3,283,674	August 21, 2007
PERFECT CHANGE	2,822,853	March 16, 2004
PRO FX	3,117,494	July 18, 2006
RADIANT	1,869,172	December 24, 1994
REBUILD	1,792,317	September 14, 1993
RUSH	1,787,781	August 17, 1993