

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
Beauty FX, 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: 2			
Property Type	Number	Word Mark	
Registration Number:	2976633	BEAUTY FX	
Serial Number:	76238909	COLOR FX	
CORRESPONDENCE DATA			
Fax Number:	(732)549-1881		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	732-549-5600		
Email:	emelzer@greenbaumlaw.com		
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		

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Total Attachments: 2

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ASSIGNMENT AND ASSUMPTION OF TRADEMARKS AGREEMENT

WHEREAS, BEAUTY FX, 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 FX, 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 FX	2,976,633	July 26, 2005
COLOR FX	76/238,909	Filed: April 12, 2001