

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Einstein Cosmetics Ltd.		11/08/2007	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Einstein Cosmetics LLC		
<b>Composed Of:</b>	COMPOSED OF Benjamin Einstein Amy Strausheim		
<b>Street Address:</b>	14631 Dickens Street #2		
<b>City:</b>	Sherman Oaks		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91403		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78844895	EINSTEIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)451-0647		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(310) 451-0647		
<b>Email:</b>	ceckart@cislo.com		
<b>Correspondent Name:</b>	Kelly W. Cunningham, Esq.		
<b>Address Line 1:</b>	233 Wilshire Blvd., Suite 900		
<b>Address Line 4:</b>	Santa Monica, CALIFORNIA 90401		
<b>ATTORNEY DOCKET NUMBER:</b>	07-18336		
<b>NAME OF SUBMITTER:</b>	Amy Strausheim		
<b>Signature:</b>	/Amy Strausheim/		
<b>Date:</b>	11/14/2007		

CH 78844895 \$40.00

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

WHEREAS, EINSTEIN COSMETICS, LTD., a California corporation with offices in Los Angeles, California ("Assignor"), has alleged that it adopted, used, and is using the EINSTEIN mark ("Mark") which is the subject of an application for registration, Serial No. 78/844,895 filed March 23, 2006 in the United States Patent and Trademark Office ("the '895 application");

WHEREAS, EINSTEIN COSMETICS LLC, a California limited liability company with offices in Los Angeles, California ("Assignee"), has alleged that it owns all rights in and to the Mark but nevertheless wishes to clear title to the same, including to the '895 application;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby assigns, sells, and transfers to Assignee any and all rights, title, and interest in and to the Assignor's Mark, including the '895 application, together with any and all assets and appurtenant goodwill of the business symbolized by the Mark and/or the '895 application.

ASSIGNOR



Signature

AMY STRAUHELM

Printed Name

CHIEF OPERATING OFFICER

Title

11/08/07

Date

TM04-13178 Assignment of mark to Einstein LLC.DOC