

TRADEMARK ASSIGNMENT

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

Name	Formerly	Execution Date	Entity Type
Pop Beauty Limited		01/03/2008	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Sjovok Limited
Street Address:	Ground Floor, Dixcart House, Sir William Place
City:	St. Peter Port
State/Country:	GUERNSEY
Entity Type:	CORPORATION: SAINT KITTS AND NEVIS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3345622	POPETTE

CORRESPONDENCE DATA

Fax Number: (312)984-3150
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-984-3100
 Email: trademarks@bfkn.com
 Correspondent Name: Wendi E. Sloane
 Address Line 1: 200 West Madison Street, Suite 3900
 Address Line 4: CHICAGO, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	SJVK-0006
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DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:

OP \$40.00 3345622

Address Line 4:

NAME OF SUBMITTER:

Wendi E. Sloane

Signature:

/Wendi E. Sloane/

Date:

01/08/2008

Total Attachments: 2

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United States

ASSIGNMENT OF TRADEMARKS

WHEREAS, Pop Beauty Limited, a United Kingdom corporation, with a principal place of business at 62 Glenthorn Road, London SW 13 9JJ, United Kingdom ("Assignor"), is the sole and exclusive owner of the trademark described in Schedule A, attached hereto and made a part hereof.

WHEREAS, Sjovik Limited, a Nevis corporation, with a principal place of business at Ground Floor, Dixcart House, Sir William Place, St. Peter Port, Guernsey GY1 4EZ ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said trademark and any registrations and applications for registration thereof.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under said trademark and any registrations and applications for registration thereof (the "Trademark"), together with the entire business and goodwill of the business associated with and symbolized by the Trademark, and together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment and sale had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned, along with that portion of its business which has developed the goods to which the Trademark pertains.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment, this 3 day of January, 2008.

POP BEAUTY LIMITED

By: A. P. O'Keefe

Title: Director & M.D.

SCHEDULE A

Trademark

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
POPETTE	3345622	November 27, 2007