

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
Adam I. Sandow		01/10/2008	INDIVIDUAL: CANADA
RECEIVING PARTY DATA			
Name:	Sandow Media, LLC		
Street Address:	3731 N.W. 8th Avenue		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78713752	NEWBEAUTY	
CORRESPONDENCE DATA			
Fax Number:	(561)659-6313		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	561-653-5000		
Email:	tina.lynch@akerman.com		
Correspondent Name:	J. Rodman Steele, Jr.		
Address Line 1:	222 Lakeview Avenue; Fourth Floor		
Address Line 4:	West Palm Beach, FLORIDA 33401-6183		
ATTORNEY DOCKET NUMBER:	7592-9		
NAME OF SUBMITTER:	J. Rodman Steele, Jr.		
Signature:	/J. Rodman Steele, Jr./		
Date:	01/10/2008		

CH \$40.00 78713752

Total Attachments: 1
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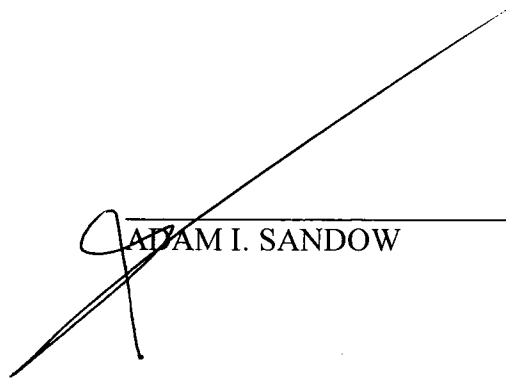
ASSIGNMENT OF U.S. SERVICE MARK APPLICATION

WHEREAS, Adam I. Sandow, an individual and a citizen of Canada, with an address of 3731 N.W. 8th Avenue, Boca Raton, Florida 33431 (hereinafter "ASSIGNOR"), is the owner of U.S. Service Mark Application Serial No. 78/713752 for "NEWBEAUTY";

WHEREAS, Sandow Media, LLC, a Delaware limited liability company, located and doing business at 3731 N.W. 8th Avenue, Boca Raton, Florida 33431 (hereinafter "ASSIGNEE"), is desirous of acquiring the Service Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR hereby sells, assigns, transfers and conveys unto ASSIGNEE all right, title and interest in and to the Service Mark, together with the goodwill of the business symbolized by the Service Mark.

Date: 1-10-08



ADAM I. SANDOW