

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Finanz St. Honore, B.V.		07/01/2008	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Pacific World Corporation		
Street Address:	25800 Commercentre Drive		
City:	Lake Forest		
State/Country:	CALIFORNIA		
Postal Code:	92630		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2941060	RUNWAY	
CORRESPONDENCE DATA			
Fax Number:	(615)244-6804		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(615) 850-8567		
Email:	mark.plotkin@wallerlaw.com		
Correspondent Name:	Mark J. Plotkin		
Address Line 1:	511 Union Street, Suite 2700		
Address Line 2:	Waller Lansden Dortch & Davis LLP		
Address Line 4:	Nashville, TENNESSEE 37219-8966		
ATTORNEY DOCKET NUMBER:	PWC - RUNWAY		
NAME OF SUBMITTER:	Mark J. Plotkin		
Signature:	/Mark J. Plotkin/		
Date:	07/03/2008		

OP \$40.00 2941060

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of July 1st, 2008, by and between **FINANZ ST. HONORE, B.V.**, a corporation formed under the laws of the Netherlands with offices at 720 South Powerline Drive, Deerfield Beach, Florida 33442 ("Assignor"), and **PACIFIC WORLD CORPORATION**, a California corporation with offices at 25800 Commercentre Drive, Lake Forest, California 92630-8803 ("Assignee").

Assignor does hereby sell, assign, transfer and set over to Assignee, all of Assignor's worldwide rights, title and interest in and to the trademark RUNWAY, all common law rights therein, and all applications and registrations therefor in any country or locality worldwide, including without limitation the United States trademark registration identified below:

TRADEMARK	GOODS	UNITED STATES REGISTRATION NO.
RUNWAY	Nail-care products, namely, artificial nail tips, nail-care preparations, fingernail gel activating preparations, nail glues, acrylic preparations, artificial nail tips with custom fashion designs, artificial nail tips decorated with crystals, artificial fingernails, adhesives for use with nail-care treatments, artificial nail-removal preparations, nail enamels, cuticle and nail preparations (Class 3)	2,941,060

This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute only one instrument.

ASSIGNOR:

FINANZ ST. HONORE, B.V.

By: 

Name: Gina Zambarelli Zambarelli

Title: Managing Director

ASSIGNEE:

PACIFIC WORLD CORPORATION

By: 

Name: R.J. Kimmel

Title: Executive Vice President