

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/21/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bell'O International, LLC		07/15/2008	LIMITED LIABILITY COMPANY: NEW JERSEY

**RECEIVING PARTY DATA**

Name:	Bell'O International Corp.
Street Address:	711 Ginesi Drive
City:	Morganville
State/Country:	NEW JERSEY
Postal Code:	07751
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2598630	BELL'O
Registration Number:	2675479	SIMPLY...BEAUTIFUL
Registration Number:	2641948	CMS
Registration Number:	3262076	PRO BELL'O
Registration Number:	3190125	PAMARI COLLECTION
Registration Number:	3331351	SIMPLY...SECURE

**CORRESPONDENCE DATA**

Fax Number: (908)654-7866  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 908-654-5000  
 Email: trademarkadmin@ldkm.com  
 Correspondent Name: Gregory S. Gewirtz  
 Address Line 1: 600 South Avenue West

CH \$165.00 2598630

Address Line 4: Westfield, NEW JERSEY 07090

ATTORNEY DOCKET NUMBER:

BELLO 9.0-002

NAME OF SUBMITTER:

GREGORY S. GEWIRTZ

Signature:

/GREGORY S. GEWIRTZ/

Date:

07/21/2008

Total Attachments: 1  
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**ASSIGNMENT**

Docket Number (Optional)

WHEREAS, Bell'O International, LLC, a limited liability company of New Jersey, previously having a place of business at 711 Ginesi Drive, Morganville, NJ, 07751, was the sole and exclusive owner by assignment of the following federal trademark registrations and good will associated therewith (hereinafter the "Trademarks"):

Mark	Trademark Registration No.
BELL'O	2,598,630
SIMPLY...BEAUTIFUL	2,675,479
CMS Logo	2,641,948
PRO BELL'O	3,262,076
PAMARI COLLECTION	3,190,125
SIMPLY...SECURE	3,331,351

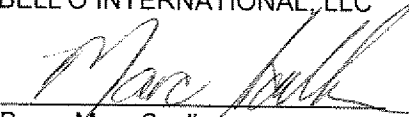
WHEREAS, Bell'O International, LLC and Bell'O International Corp. have agreed and hereby do agree that Bell'O International Corp., a corporation of Delaware, having a place of business at 711 Ginesi Drive, Morganville, NJ 07751, has acquired all right, title and interest in and to the Trademarks, and to the extent that any right, title and interest has not been acquired, then Bell'O International Corp. desires to acquire such right, title and interest in and to the Trademarks.

NOW THEREFORE, in consideration of the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Bell'O International, LLC confirms that it has sold, assigned, transferred and set over to Bell'O International Corp. the entire right, title and interest in and to the Trademarks; and to the extent that any right, title and interest in the Trademarks has not previously been assigned, Bell'O International, LLC hereby assigns such right, title and interest to Bell'O International Corp *nunc pro tunc* effective in the United States and all other countries throughout the world as of October 21, 2005 (i.e., the date of Bell'O International Corp.'s acquisition of Bell'O International, LLC).

IN WITNESS WHEREOF, Bell'O International, LLC has caused this document to be executed as of the date indicated below:

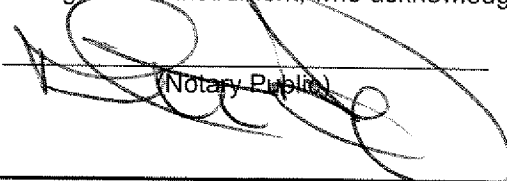
BELL'O INTERNATIONAL, LLC

7-15-08  
Date

  
By: Marc Sculler  
Title: President

State of NEW JERSEY ) SS:  
County of MONMOUTH )

On this 15 day of JULY, 2008 before me appeared MARC SCULLER, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of with authority to do so.

  
(Notary Public)

**Mitchell Rubin**  
NOTARY PUBLIC OF NEW JERSEY  
My commission expires Nov. 26, 2012