

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
E.O.H. Beauty Brands, Inc.		08/12/2008	CORPORATION: NEBRASKA

RECEIVING PARTY DATA

<b>Name:</b>	Marianna Industries, Inc.
<b>Street Address:</b>	11222 "I" Street
<b>City:</b>	Omaha
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68137
<b>Entity Type:</b>	CORPORATION: NEBRASKA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1546981	ADU'
Registration Number:	2525282	BODY HIGH
Registration Number:	2343342	BUBBLE WHITE
Registration Number:	1496469	NAILS TO GO
Registration Number:	1402771	ORIGI-NAILS
Registration Number:	1415508	ORIGI-STIK
Registration Number:	1842605	PRIMABOND
Registration Number:	3410119	EARTHESS SPA

CORRESPONDENCE DATA

Fax Number: (402)218-1630  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 402-884-5221  
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 Correspondent Name: Denise C. Mazour  
 Address Line 1: P. O. Box 541152

CH \$215.00 1546981

Address Line 4: Omaha, NEBRASKA 68154

ATTORNEY DOCKET NUMBER:

EOH

NAME OF SUBMITTER:

Denise C. Mazour

Signature:

/Denise C. Mazour/

Date:

08/12/2008

Total Attachments: 2

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**ASSIGNMENT OF U.S. TRADEMARKS**

**WHEREAS**, E.O.H. Beauty Brands, Inc., a Nebraska corporation having its principal place of business at 11222 I Street, Omaha, Nebraska 68137 (“Assignor”), is the owner of the following trademarks:

<u>TRADEMARK</u>	<u>U.S. REGISTRATION NUMBER</u>
ADU’	1546981
BODY HIGH	2525282
BUBBLE WHITE	2343342
NAILS TO GO	1496469
ORIGI-NAILS	1402771
ORIGI-STIK	1414508
PRIMABOND	1842605
EARTHESS SPA	3410119

(the “Marks”); and,

**WHEREAS**, Marianna Industries, Inc., a Nebraska corporation having its principal place of business at 11222 I Street, Omaha, Nebraska 68137 (“Assignee”), desires to acquire the entire, right, title and interest in, to and under said Marks and the registrations thereof.

**NOW, THEREFORE**, effective as of the below date, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Marks and registrations, together with the good will of the business pertaining to the Marks, 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 and other legal representatives as fully and entirely as

the same would have been held and enjoyed by said Assignee if this Assignment and sale had not been made.

**IN TESTIMONY WHEREOF**, Assignor has executed this Assignment by its proper officer thereunto duly authorized.

**E.O.H. BEAUTY BRANDS, INC.**

By: William Cosentino  
Name: William Cosentino  
Title: Executive Vice President

State of Nebraska            )  
  ) ss  
County of Douglas         )

On this 12<sup>th</sup> day of August, 2008 before me, the undersigned, a Notary Public in and for the state, personally appeared William Cosentino, to me personally known, who being by me duly sworn, did say that he is Executive Vice President of E.O.H. Beauty Brands, Inc.; that said above and foregoing instrument was signed on behalf of said corporation by proper authority and that the said William Cosentino, as Executive Vice President, acknowledged the execution of said instrument to be the voluntary act and deed of said corporation, by it and by him voluntarily executed.

Julie K. Mattern  
Notary Public in and for the State of Nebraska

Commission Expires: 2/20/2009

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