

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			
Name	Formerly	Execution Date	Entity Type
E.O.H. Beauty Brands, Inc.		08/12/2008	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Marianna Industries, Inc.		
Street Address:	11222 "I" Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68137		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77385014	SPA AVENUE	
CORRESPONDENCE DATA			
Fax Number:	(402)218-1630		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	402-884-5221		
Email:	mazour@mazourlaw.com		
Correspondent Name:	Denise C. Mazour		
Address Line 1:	P. O. Box 541152		
Address Line 4:	Omaha, NEBRASKA 68154		
ATTORNEY DOCKET NUMBER:	EOH		
NAME OF SUBMITTER:	Denise C. Mazour		
Signature:	/Denise C. Mazour/		
Date:	08/12/2008		

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Total Attachments: 1
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ASSIGNMENT OF U.S. TRADEMARK

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 trademark application: U.S. Trademark Application Serial No. 77/385,014 filed January 31, 2008 for the mark SPA AVENUE, and;

WHEREAS, Marianna Industries, Inc., a Nebraska corporation having its principal place of business at 11222 I Street, Omaha, Nebraska, 68137 ("Assignee"), is a successor to the ongoing and existing business of the Assignor to which the trademark pertains and is desirous of acquiring the entire right, title and interest in and to said mark, together with the goodwill of the business pertaining to said mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee, all right, title and interest which Assignor has heretofore enjoyed pertaining to said mark, together with the goodwill of the business pertaining to said mark, the same to be held and enjoyed by Assignee, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement of said mark and the registration thereof.

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 12th 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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