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To the Director of the U. S. Patent and Trademark Office: Please record and index this document in the name of the inventor(s) or the new address(es) below.

1. Name of conveying party(ies):

HOWARD MURAD

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) U.S.A.

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) August 5, 2008

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: MURAD, INC.

Internal Address: _____

Street Address: 2121 Rosecrans Avenue, Fifth Floor

City: El Segundo

State: CA

Country: USA Zip: 90245

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other _____
- Citizenship _____
- Citizenship _____
- Citizenship California
- Citizenship _____

08-12-2008

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Michael A. Painter, Esq.

Internal Address: Isaacman, Kaufman & Painter

Street Address: 8484 Wilshire Blvd., Suite 850

City: Beverly Hills

State: CA

Zip: 90211

Phone Number: 323-782-7700

Fax Number: 323-782-7744

Email Address: painter@ikplaw.com

6. Total number of applications and registrations involved:

66

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 1,665.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account (discrepancies)
- Enclosed

8. Payment Information:

a. Credit Card 05/25123456789 Expiration Date 06/01/09 - 06/30/10

b. Deposit Account Number 16-0070 40.00 OP
1625.00 OP

Authorized User Name Michael A. Painter

9. Signature:

August 7, 2008

Date

Signature

Michael A. Painter

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

SCHEDULE A

1. Application Serial No. 76672081 for the mark CLEAR SKIN
CHALLENGE;
2. Application Serial No. 76672537 for the mark CELLULAR PHASE
ANGLE;
3. Application Serial No. 77249729 for the mark LIFESTYLE
PRACTITIONER PROGRAM;
4. Application Serial No. 77269020 for the mark IMMUNO-SKIN
COMPLEX;
5. Application Serial No. 77302486 for the mark SERIOUS TOOLS FOR
THE PERFECT SHAVE;
6. Application Serial No. 77345324 for the mark ACNE. WHAT ACNE?;
7. Application Serial No. 77414480 for the mark IP5;
8. Application Serial No. 77414489 for the mark INTENSIVE PEEL 5;
9. Application Serial No. 77414496 for the mark DURIAN CELL REFORM;
10. Application Serial No. 77421811 for the mark SLEEP REFORM;
11. Application Serial No. 77471450 for the mark ENVIRONMENTAL
DEFENSE;
12. Application Serial No. 77506180 for the mark TRANSFORMING
SKINCARE;
13. Registration No. 2035508 for the mark INTERNAL SKINCARE;
14. Registration No. 2148418 for the mark PERFECTING SERUM;
15. Registration No. 2101666 for the mark RESURGENCE;
16. Registration No. 2254716 for the mark M MURAD;

17. Registration No. 2151037 for the mark WET SUIT;
18. Registration No. 2252580 for the mark PURE SKIN;
19. Registration No. 2388204 for the mark DAILY RENEWAL COMPLEX;
20. Registration No. 2086538 for the mark YOUTH BUILDER;
21. Registration No. 2180685 for the mark VITAL SPARK;
22. Registration No. 2195515 for the mark OPTIMAL HEALTH FORMULA;
23. Registration No. 2259555 for the mark TRAVEL ESSENTIALS;
24. Registration No. 2756454 for the mark OPTIMAL HEALTH;
25. Registration No. 2481451 for the mark M;
26. Registration No. 2931047 for the mark TECHNOCEUTICALS;
27. Registration No. 2722180 for the mark RESURGENCE;
28. Registration No. 3038727 for the mark VITALIC;
29. Registration No. 2664842 for the mark ACNE COMPLEX;
30. Registration No. 2754262 for the mark ESSENTIAL-C;
31. Registration No. 2927161 for the mark CO-3;
32. Registration No. 2752357 for the mark ENVIRONMENTAL SHIELD;
33. Registration No. 3064056 for the mark CITY SKIN;
34. Registration No. 2801222 for the mark DAILY RENEWAL COMPLEX;
35. Registration No. 2882499 for the mark ADVANCED PERFORMANCE
COMPLEX;
36. Registration No. 2762753 for the mark WET SUIT;
37. Registration No. 3013575 for the mark THE DOCTOR BRAND;

38. Registration No. 2987836 for the mark THE WATER PRINCIPLE;
39. Registration No. 2949296 for the mark DAY REFORM TREATMENT;
40. Registration No. 2974776 for the mark REDNESS THERAPY;
41. Registration No. 3042290 for the mark DAY REFORM;
42. Registration No.2993839 for the mark NIGHT REFORM;
43. Registration No. 3291313 for the mark FIRM FACTOR;
44. Registration No. 3096207 for the mark BARE FRUIT;
45. Registration No. 3319154 for the mark RAZOR BURN RESCUE;
46. Registration No. 3340583 for the mark FACE DEFENSE;
47. Registration No. 3238652 for the mark ACNE COMPLEX;
48. Registration No. 3238449 for the mark BEARD SOFTENING
COMPLEX;
49. Registration No. 3325381 for the mark EXTREME PEEL;
50. Registration No.3231735 for the mark INTENSIVE WRINKLE
REDUCER;
51. Registration No. 3358932 for the mark INCLUSIVE HEALTH CENTER;
52. Registration No. 3240805 for the mark DAILY CELL STRENGTHENER;
53. Registration No. 3344790 for the mark CULTURAL STRESS;
54. Registration No. 3207281 for the mark INCLUSIVE HEALTH;
55. Registration No. 3307910 for the mark AGE REFORM;
56. Registration No. 3366333 for the mark THE CELLULAR WATER
PRINCIPLE;
57. Registration No. 3356847 for the mark OPTIMAL SKIN;

58. Registration No. 2870343 for the mark WHERE SKINCARE MEETS
HEALTHCARE;
59. Registration No. 2949371 for the mark CITY SKIN;
60. Registration No. 2693274 for the mark POMPHENOL;
61. Registration No. 3431736 for the mark INFUSION FACTOR;
62. Registration No. 3436653 for the mark MEN'S SKINCARE MADE
SIMPLE;
63. Registration No. 3458608 for the mark IMMUNO-SKIN AGE
INHIBITOR;
64. Registration No. 3458609 for the mark DAILY MOISTURE CHARGE;
65. Registration No. 3458610 for the mark NIGHTLY HYDRO-LOCK;
66. Registration No. 3443224 for the mark SENSITIVE SKIN SOOTHING
SERUM.

ASSIGNMENT

WHEREAS, HOWARD MURAD, of 2121 Rosecrans Avenue, Fifth Floor, El Segundo, California 90245, an individual and citizen of the United States ("Assignor"), has adopted, used, and/or applied for the trademarks set forth in Schedule A hereto;

WHEREAS, MURAD, INC., of 2121 Rosecrans Avenue, Fifth Floor, El Segundo, California 90245, is a corporation organized under the laws of the State of California, ("Assignee"), is desirous of acquiring said marks, applications and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, HOWARD MURAD does hereby assign unto the said MURAD, INC., all rights, title and interest in and to the said marks, applications and registrations, together with the good will of the business symbolized by the marks.



HOWARD MURAD

Dated: August 5, 2008

POWER OF ATTORNEY

Assignee hereby appoints MICHAEL A. PAINTER, ESQ. of ISAACMAN,

KAUFMAN & PAINTER, A Professional Corporation, with offices at 8484 Wilshire Boulevard,

Suite 850, Beverly Hills, California 90212, (323) 782-7700, with full power of substitution, the

power of appointment of an associate attorney, and the power of revocation, to record this

Assignment, to transact all business in the Patent and Trademark Office in connection therewith

and to receive all documents.

MURAD, INC.

By: 

Howard Murad
President

Dated: August 5, 2008