

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
Paula Dorf Cosmetics, Inc.		11/12/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	Accantia Group Holdings Limited		
Street Address:	Blenheim Court, 4th Floor		
Internal Address:	Chadwick House		
City:	Solihull		
State/Country:	UNITED KINGDOM		
Postal Code:	B91 2AA		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3084376	SIMPLE SKIN	
CORRESPONDENCE DATA			
Fax Number:	(202)295-1130		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	peter.riebling@kattenlaw.com, rebecca.mcdougall@kattenlaw.com		
Correspondent Name:	Peter J. Riebling		
Address Line 1:	2900 K Street, NW		
Address Line 2:	Suite 200		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007		
ATTORNEY DOCKET NUMBER:	330499.0069		
DOMESTIC REPRESENTATIVE			
Name:	Peter J. Riebling		
Address Line 1:	2900 K Street, NW		

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Address Line 2: Suite 200

Address Line 4: Washington, DISTRICT OF COLUMBIA 20007

NAME OF SUBMITTER:

Rebecca E. McDougall

Signature:

/Rebecca E. McDougall/

Date:

11/18/2008

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Paula Dorf Cosmetics, Inc. (“Assignor”) is a corporation organized and existing under the laws of the State of New York, and has its principal place of business at 250 West 57th Street, Suite 1925, New York, New York 10107.

WHEREAS, Accantia Group Holdings Limited (“Assignee”), is a company located at Blenheim Court 4th Floor, Chadwick House, Solihull West Midlands B912AA, United Kingdom.

WHEREAS, Assignor is the owner of U.S. Trademark Registration No. 3084376 for the mark **SIMPLE SKIN** registered for use in connection with “skin care products, namely, skin lotion, skin creams, skin cleansers, exfoliators, skin emollients, body oil” and owns common law rights related thereto.

WHEREAS, Assignee is desirous of acquiring from Assignor all of Assignor’s rights, title, interests, and goodwill in and to and associated with U.S. Trademark Registration No. 3084376, and in and to and associated with the mark **SIMPLE SKIN** that is the subject of U.S. Trademark Registration No. 3084376.

NOW, THEREFORE, good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby irrevocably sells, assigns, transfers and sets over unto the Assignee, free and clear, of any encumbrances, security interests, liens, third-party assignments and third-party agreements, Assignor’s entire and all rights, title, interests, and goodwill in and to and associated with U.S. Trademark Registration No. 3084376, and in and to and associated with the mark **SIMPLE SKIN** that is the subject of U.S. Trademark Registration No. 3084376, together with all common law rights, and state, federal, and foreign and worldwide rights therein and related thereto, together with all rights and privileges granted and secured thereby, including the right to sue for all causes of action related thereto, and the right to sue in Assignee’s own name and to recover for any damages and profits for past infringement, unfair competition, or passing off related thereto, 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 or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

This assignment is binding on Assignor’s successors in interest.

IN TESTIMONY WHEREOF, we have hereunto set our hands.

PAULA DORF COSMETICS, INC.

Dated: 11/12/2008

Signed: [Signature]

Sandy Dekovnick

Chief Executive Officer

STATE OF New York)
COUNTY OF New York) ss.

Before me, Sandy Dekovnick, on this day personally appeared _____, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed said instrument for the purposes and consideration therein expressed. Given under my hand and official seal this 12th day of November, 2008.

My Commission Expires:

9/12/2009

[Signature]
NOTARY PUBLIC

IRMA ANGELINA BIELLA
NOTARY PUBLIC, STATE OF NEW YORK
NO: 01BI6133267
QUALIFIED IN RICHMOND COUNTY
COMMISSION EXPIRES ON 9/12/2009