

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 11/19/2008 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------|----------|----------------|-------------------------|
| Einstein Cosmetics Ltd. | | 11/19/2008 | CORPORATION: CALIFORNIA |

RECEIVING PARTY DATA

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|-----------------|--|
| Name: | Einstein Cosmetics LLC |
| Composed Of: | COMPOSED OF Benjamin Einstein Amy Strausheim |
| Street Address: | 14631 Dickens Street #2 |
| City: | Sherman Oaks |
| State/Country: | CALIFORNIA |
| Postal Code: | 91403 |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|-----------|
| Serial Number: | 78844895 | EINSTEIN |

CORRESPONDENCE DATA

Fax Number: (310)394-4477
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3104510647
 Email: kcunningham@cislo.com
 Correspondent Name: Kelly W. Cunningham, Esq.
 Address Line 1: Cislo & Thomas LLP
 Address Line 2: 1333 2nd Street, Suite 500
 Address Line 4: Santa Monica, CALIFORNIA 90401

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|-------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | 07-18335; 07-18803 |
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| NAME OF SUBMITTER: | Amy Strausheim, Chief Operating Officer |
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CH \$40.00 78844895

Signature:

/Amy Strausheim/

Date:

11/24/2008

Total Attachments: 1
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NUNC PRO TUNC ASSIGNMENT

WHEREAS, EINSTEIN COSMETICS, LTD., a California corporation with offices in California ("Assignor"), previously alleged that it had adopted and/or used one or more trademarks containing the word EINSTEIN ("Marks"), including but not limited to the EINSTEIN Mark that is the subject of an application for registration, Serial No. 78/844,895 filed on March 23, 2006 in the United States Patent and Trademark Office ("the '895 application");

WHEREAS, EINSTEIN COSMETICS, LLC, a California limited liability company with offices in California ("Assignee"), has alleged that it adopted, used, and is using the Marks, and owns all rights and interest in and to the Marks, but nevertheless wishes to clear title to the same, including but not limited to the '895 application and any and all claims and causes of action against any third parties for infringement of any such trademark rights;

NOW, THEREFORE, effective as of October 30, 2007, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor hereby assigns, sells, and transfers to Assignee any and all rights, title, and interest in and to the Marks, including but not limited to the '895 application, together with any and all assets and appurtenant goodwill of the business symbolized by the Marks and/or the '895 application, and any and all claims and causes of action against any third parties for infringement of any such trademark rights.

ASSIGNOR

Date: November 19, 2008



Amy Strausheim, Chief Operating Officer
Einstein Cosmetics, Ltd.

T:107-18800 Assignment of all rights from EC Ltd to EC LLC.DOC