

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Petra Strand Oppe		01/09/2009	INDIVIDUAL: SWEDEN
RECEIVING PARTY DATA			
Name:	Sjovik Limited		
Street Address:	Ground Floor, Dixcart House, Sir William Place		
City:	St. Peter Port		
State/Country:	GUERNSEY		
Postal Code:	GY1 4EZ		
Entity Type:	CORPORATION: SAINT KITTS AND NEVIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77506808	POPBEAUTY	
Serial Number:	77506846	POPBEAUTY	
CORRESPONDENCE DATA			
Fax Number:	(312)984-3150		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3129843100		
Email:	trademarks@bfkn.com		
Correspondent Name:	Thomas M. Gniot		
Address Line 1:	200 W. Madison Street, Suite 3900		
Address Line 4:	CHICAGO, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	SJKV-0022		
DOMESTIC REPRESENTATIVE			
Name:	Wendi E. Sloane		
Address Line 1:	200 West Madison Street, Suite 3900		

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Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:

Thomas M. Gniot

Signature:

/Thomas M. Gniot/

Date:

01/19/2009

Total Attachments: 2

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United States

ASSIGNMENT OF TRADEMARKS

WHEREAS, Petra Strand Oppe, a citizen of Sweden, with an address of 3 Colherne Court, The Little Boltons, London SW5 0DL, United Kingdom ("Assignor"), is the sole and exclusive owner of the trademarks POP BEAUTY in plain text and stylized, in connection with online retail store services in Class 35 described in **Schedule A**, attached hereto and made a part hereof.

WHEREAS, Sjovik Limited, a Nevis corporation, with a principal place of business at Ground Floor, Dixcart House, Sir William Place, St. Peter Port, Guernsey GY1 4EZ ("Assignee"), desires to acquire the entire right, title and interest in, to and under the trademarks and any registrations and applications for registration thereof.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, transfer, convey and assign to said Assignee the entire right, title and interest in, to and under the trademarks and any registrations and applications for registration thereof (the "Trademarks"), together with the entire business and goodwill of the business associated with and symbolized by the Trademarks, and together with 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 or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

AND, said Assignor hereby covenants that she has full right to convey the entire interest herein assigned, along with that portion of her business which has developed the services to which the Trademarks pertain.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment, this 9 day of January, 2009.



Petra Strand Oppe

SCHEDULE A

Trademark

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
POPBEAUTY	77/506,808	June 24, 2008
POPBEAUTY (Stylized)	77/506,846	June 24, 2008