

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Todays Womenscare Company		11/13/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Pav Nova, Inc.
Street Address:	55 Madison Avenue
Internal Address:	Suite 400
City:	Morristown
State/Country:	NEW JERSEY
Postal Code:	07960
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	3418798	TODAY
Registration Number:	3325626	TODAY
Registration Number:	3121336	TODAY
Registration Number:	1387999	TODAY
Registration Number:	3146959	TODAY
Registration Number:	3307734	TODAY
Registration Number:	3056052	TODAY
Registration Number:	3398167	TODAY
Registration Number:	3127995	TODAY DAILY PH BALANCE
Registration Number:	3128009	TODAY PH BALANCE RESTORE
Registration Number:	3056050	TODAYS WOMEN CARE

CORRESPONDENCE DATA

Fax Number: (215)832-5767

900126993

**TRADEMARK
 REEL: 003935 FRAME: 0364**

CH \$290.00 3418798

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (215) 569-5767
Email: perry@blankrome.com
Correspondent Name: David M. Perry
Address Line 1: One Logan Square
Address Line 2: 9th Floor
Address Line 4: Philadelphia, PENNSYLVANIA 19103-6998

ATTORNEY DOCKET NUMBER:	131313-00101
NAME OF SUBMITTER:	David M. Perry
Signature:	/David M. Perry/
Date:	02/12/2009

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment is dated as of 11/13/, 2008 (the "Assignment") between Todays Womencare Company, a Delaware corporation with a business address of 73 Franklin Turnpike, Allendale, New Jersey 07401 (the "Assignor") and Pav Nova, Inc., a Delaware corporation with a business address of 55 Madison Avenue, Suite 400, Morristown, New Jersey 07960 (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and trade dress which are used in connection with the TODAY brand, including, but not limited to the registered trademarks listed in Schedule A as well as any common law trademarks or trade dress (collectively, the "Marks");

WHEREAS, Assignor has agreed to transfer, sell and assign to Assignee all of Assignor's respective right, title and interest in and to the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor is the owner of all right, title and interest in and to the trademarks and trade dress used in connection with the TODAY brand, including but not limited to the trademarks listed in Schedule A. Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with any goodwill associated therewith.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. Assignor agrees to execute and deliver at a future date any additional documents that Assignee reasonably determines are required to perfect or record Assignee's ownership of or title to the Marks or to clear any encumbrances with respect to the Marks.
4. Authorization. Assignor authorizes and requests any official throughout the United States and the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's respective rights in the Marks.
5. Right to Convey. Assignor hereby covenants that it has full right to convey the entire interest herein assigned and that it has not executed, and will not execute, any agreement in conflict herewith.
6. Governing Law. This Assignment shall be governed by, and construed in accordance with, the law (both substantive and procedural) of the State of

New York exclusive of the application of conflict of laws principles, except that federal law where applicable, shall be the governing law, to the extent required, with respect to issues involving trademarks and other intellectual property rights.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the first date written above.

TODAYS WOMENCARE COMPANY, Assignor

A handwritten signature in black ink, appearing to read "Jeffrey L. Burch", is written over a horizontal line. To the right of the signature, the word "Trustee" is also handwritten.

Name: Jeffrey L. Burch

Title: Chapter 7 Trustee for Estate of
Todays Womenscare Company

SCHEDULE A

MARK	REGISTRATION NO	REGISTRATION DATE	INTERNATIONAL CLASS
TODAY	3418798	8/29/08	10
TODAY	3325626	10/30/07	5
TODAY	3121336	7/25/06	5
TODAY	1387999	4/1/86	5
TODAY	3146959	9/19/06	3
<i>Today</i>	3307734	8/4/03	10
<i>Today</i>	3056052	1/31/06	5
<i>today</i>	3398167	3/18/08	5
TODAY DAILY PH BALANCE	3127995	9/6/05	5
TODAY PH BALANCE RESTORE	3128009	8/8/06	5
<i>Today's</i> <u>women's care</u>	3056050	1/31/06	5