

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Caleel + Hayden, LLC		02/17/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mineral Fusion Natural Brands LLC		
<b>Street Address:</b>	600 West Bayaud Avenue		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80223		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76660112	MINERAL FUSION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(719)634-2461		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	719-475-6401		
<b>Email:</b>	docket@hollandhart.com, janeville@hollandhart.com, wpifher@hollandhart.com, rpcoffin@hollandhart.com, pingwersen@hollandhart.com		
<b>Correspondent Name:</b>	Jessica Neville		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attn: Tracy Baker		
<b>Address Line 4:</b>	Denver, COLORADO 80201-8749		
<b>ATTORNEY DOCKET NUMBER:</b>	73724.0002		
<b>NAME OF SUBMITTER:</b>	Jessica A. Neville		

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Signature:

/Jessica A. Neville/

Date:

02/20/2009

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

WHEREAS, Caleel + Hayden, LLC, a Delaware limited liability company, is the owner of the following trademark thereof in the United States Patent & Trademark Office:

MINERAL FUSION

U.S. Trademark Application Serial No. 76/660,112

Filed on May 16, 2006

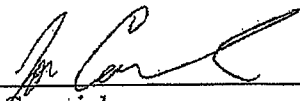
For: GLAMOUR AND BEAUTY PRODUCTS, NAMELY, EYE COLORS, EYE DEFINING PENCILS, EYEBROW PENCILS, MASCARA, LIPSTICKS, LIP GLOSS, LIP LINER PENCILS, CHEEK COLORS, ROUGE, LOOSE POWDER, PRESSED POWDER, FACIAL HIGHLIGHTER, CREAM AND LIQUID FOUNDATIONS, BLEMISH CONCEALERS, SKIN CONCEALERS AND CAMOUFLAGE SKIN CONCEALERS in International Class 003.

WHEREAS, pursuant to 15 U.S.C. § 1060, Mineral Fusion Natural Brands LLC, a Delaware limited liability company, is a successor to the portion of the business of applicant identified by said trademark, and wishes to acquire the entire right, title, and interest in and to said trademark, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademark.

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Caleel + Hayden, LLC, has sold, assigned, and set over and does hereby sell, assign, and set over unto Mineral Fusion Natural Brands LLC, its successors and assigns, the entire right, title and interest to said trademark and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademark, and together with the right to sue for past infringement and to collect all damages or profits for past infringements for its own use and benefit.

CALEEL + HAYDEN, LLC, a  
Delaware limited liability company

Date: February 17, 2009

Name:   
By: Jon Canarick  
Title: Assistant Secretary

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