

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
Profound Beauty LLC		03/16/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Mana Products, Inc.
Street Address:	32-02 Queens Blvd.
City:	Long Island City
State/Country:	NEW YORK
Postal Code:	11101
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	77507636	PROFOUND ACTIV
Serial Number:	77621161	PROFOUND BEAUTY
Serial Number:	77623409	TRULY YOURS-PROFOUND BEAUTY
Registration Number:	3584764	ATMOSPHERE
Registration Number:	3076822	TROPICAL ATMOSPHERE
Registration Number:	2974672	ARCTIC ATMOSPHERE
Registration Number:	3474080	
Serial Number:	78945716	TRULY HEALTHY
Serial Number:	78846375	SKIN ANATOMY
Serial Number:	78846374	HAIR ANATOMY
Registration Number:	3135183	4060
Registration Number:	3108964	2080
Registration Number:	3089764	1090
Registration Number:	3119622	0595

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Registration Number:	3079174	6040
Registration Number:	3147702	8020
Registration Number:	3126010	9010
Registration Number:	3132140	1000
Registration Number:	3276450	RELATIVE HUMIDITY
Registration Number:	2988197	ARCTIC ATMOSPHERE
Registration Number:	2946809	INVENTOR
Registration Number:	2895446	5 NINETY FIVE
Registration Number:	2893271	5 NINETY-FIVE
Registration Number:	3473580	GLOSSARY
Registration Number:	3276046	HUSH
Registration Number:	2866716	SWAY
Serial Number:	77489754	INDIVIDUALITY
Serial Number:	77650472	LIP READER
Serial Number:	77613428	9505
Serial Number:	77330648	PERSONALIZED RETAIL EXPERIENCE
Serial Number:	77255382	STARE
Serial Number:	77243778	UNDERWATER
Serial Number:	77162684	TRULY YOURS
Registration Number:	2846230	INSTILL
Registration Number:	2923836	ABILITY

CORRESPONDENCE DATA

Fax Number: (212)451-2222
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-451-2300
Email: sanand@olshanlaw.com
Correspondent Name: Steven R. Gursky
Address Line 1: 65 E 55th Street
Address Line 2: Olshan Grundman Frome Rosenzweig & Wolos
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	05037.005
NAME OF SUBMITTER:	Safia Anand
Signature:	/safia anand/
Date:	03/17/2009

Total Attachments: 4

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TRADEMARK ASSIGNMENT

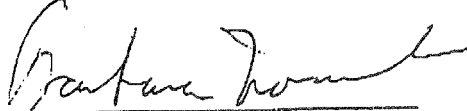
WHEREAS, Profound Beauty LLC, a limited liability company, organized and existing under the laws of the State of Delaware, located and doing business at 32-02 Queens Blvd., Long Island City, New York 11101 (hereinafter referred to as "Assignor"), is the owner of the trademark applications and registrations set forth on Schedule A, as well as in the common law rights to said marks (hereinafter referred to as the "Marks");

WHEREAS, Mana Products, Inc., a corporation organized and existing under the laws of the State of New York, located and doing business at 32-02 Queens Blvd., Long Island City, New York 11101 (hereinafter referred to as "Assignee") desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Marks.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks throughout the world and any and all applications and/or registrations therefor, including but not limited to the trademark applications and registrations set forth on Schedule A, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

This assignment is effective as of March 16, 2009.

PROFOUND BEAUTY LLC

By: 
Name: Barbara Nowick
Title: Exec VP - Admin

MANA PRODUCTS, INC.

By: 
Name: Lawrence Weinstock
Title: Vice President - Finance

SCHEDULE A

Mark	Reg/Serial No.	Goods/Services
PROFOUND ACTIV	77507636	Cosmetics, non-medicated skincare preparations, non-medicated bodycare preparations, non-medicated haircare preparations in Class 3
PROFOUND BEAUTY	77621161	Cosmetics, nonmedicated skincare preparations, nonmedicated haircare preparations including shampoo, conditioner, styling preparations in Class 3
TRULY YOURS- PROFOUND BEAUTY	77623409	Cosmetics, nonmedicated haircare preparations, and nonmedicated skincare preparations in Class 3
ATMOSPHERE	3584764	Hair care preparations in Class 3
TROPICAL ATMOSPHERE & Design	3076822	Hair care preparations in Class 3
ARCTIC ATMOSPHERE	2974672	Hair care preparations in Class 3
Paint Brush Stroke Design	3474080	Hair care preparations, cosmetics, fragrances for personal use, and non-medicated skin care preparations in Class 3
TRULY HEALTHY	78945716	Hair care preparations including shampoo and condition, cosmetics, fragrances for personal use, and non-medicated skin care preparations in Class 3
SKIN ANATOMY	78846375	Non-medicated skin care preparations in Class 3
HAIR ANATOMY	78846374	Haircare preparations in Class 3
4060 & Design	3135183	Hair conditioner in Class 3
2080 & Design	3108964	Hair conditioner in Class 3
1090 & Design	3089764	Hair conditioner in Class 3

SCHEDULE A

0595 & Design	3119622	Hair conditioner in Class 3
6040 & Design	3079174	Hair shampoo in Class 3
8020 & Design	3147702	Hair shampoo in Class 3
9010 & Design	3126010	Hair shampoo in Class 3
1000 & Design	3132140	Hair shampoo in Class 3
RELATIVE HUMIDITY	3276450	Hair care preparations in Class 3
ARCTIC ATMOSPHERE	2988197	Non-medicated skin care preparations, cosmetics, and fragrances for personal use in Class 3
INVENTOR	2946809	Hair care preparations in Class 3
5 NINETY FIVE & Design	2895446	Hair Care Products, Namely Hair Conditioner in Class 3
5 NINETY-FIVE	2893271	Hair conditioner in Class 3
GLOSSARY	3473580	Non-medicated hair care preparations, non-medicated hair styling preparations, hair shampoo, non-medicated skin care preparations, and cosmetics in Class 3
HUSH	3276046	Non-medicated hair care preparations, non-medicated hair styling preparations, hair shampoo, non-medicated skin care preparations, and cosmetics in Class 3
SWAY	2866716	Hair care products, namely hair care preparations and hair styling preparations in Class 3
INDIVIDUALITY	77489754	Cosmetics, non-medicated skincare preparations, non-medicated hair care preparations, and non-medicated body care preparations, namely, cosmetic preparations for body care in Class 3
LIP READER	77650472	Cosmetics in Class 3

SCHEDULE A

9505	77613428	Nonmedicated hair preparations in Class 3
PERSONALIZED RETAIL EXPERIENCE	77330648	Printed materials in the nature of a training manual for beauty salons in Class 16
STARE	77255382	Cosmetics in Class 3
UNDERWATER	77243778	Non-medicated hair care preparations, non-medicated hair styling preparations, hair shampoo, non- medicated skin care preparations, and cosmetics in Class 3
TRULY YOURS	77162684	Non-medicated shampoo and conditioner in Class 3
INSTILL	2846230	Hair care preparations in Class 3
ABILITY	2923836	Conditioners in Class 3