

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
PRODUCT PARTNERS		05/07/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	INTELLIGENT BEAUTY		
Street Address:	2301 Rosecrans Avenue, Suite 4100		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77446218	BEAUTY FIXE	
Registration Number:	3522216	GET YOUR BEAUTY FIX	
Registration Number:	3509811	FIX BEAUTY	
Registration Number:	3538407	BEAUTY FIX	
CORRESPONDENCE DATA			
Fax Number:	(858)272-0221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8582720220		
Email:	trademarks@ipla.com		
Correspondent Name:	John M. Kim		
Address Line 1:	1940 Garnet Avenue, Suite 230		
Address Line 4:	San Diego, CALIFORNIA 92109		
ATTORNEY DOCKET NUMBER:	IB: BEAUTY FIX (US)		
NAME OF SUBMITTER:	John M. Kim		

OP \$115.00 77446218

Signature:	/John M. Kim/
Date:	06/15/2009
Total Attachments: 1 source=2009-06-02 - TM Assignment#page1.tif	

EXHIBIT C

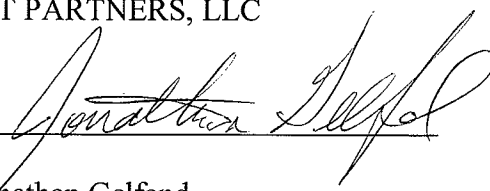
Trademark and Domain Name Assignment

WHEREAS, Product Partners, LLC (“Assignor”), a limited liability company organized and existing under the laws of the State of California owns the BEAUTY FIX, GET YOUR BEAUTY FIX, FIX BEAUTY, BEAUTY FIXE trademarks which are the subject of U.S. Federal Trademark Registration Nos. 3,522,216, 3,509,811, 3,538,407, Federal Trademark Application Serial No. 77/446,218, domain names www.beautyfixe.com, www.beautyfixe.mobi, www.beautyfixe.net, www.beautyfixe.org and www.beautyfixe.tv, along with common-law rights and goodwill in the marks.

WHEREAS, Intelligent Beauty, LLC, a limited liability company organized and existing under the laws of the State of Delaware (“Assignee”) wishes to acquire the aforementioned marks, registrations, application, domain names, common-law rights, and goodwill (collectively the “Intellectual Property”).

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor’s right, title, and interest in and to the Intellectual Property; and the right to sue and collect damages against third parties for all instances of future trademark infringement, unfair competition, trademark dilution, and other violations of the Lanham Act and analogous state laws, concerning the Intellectual Property.

PRODUCT PARTNERS, LLC

Signature: 

Name: Jonathan Gelfand

Position: General Counsel

Date: May 7, 2009