

**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
Credit Managers Association of California, d/b/a CMA Business Credit Services		05/08/2009	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	Hollywood Tans Group, LLC
Street Address:	11 Enterprise Court
City:	Sewell
State/Country:	NEW JERSEY
Postal Code:	08080
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	2228843	HOLLYWOOD TANS
Registration Number:	2492716	HT
Registration Number:	3541626	HT
Registration Number:	2725161	HT HOLLYWOOD TANS
Registration Number:	3074282	HT HOLLYWOOD TANS
Registration Number:	3504965	HT TANNING
Registration Number:	3505164	TANETICS
Registration Number:	2590596	YOU DON'T HAVE TO GO TO HOLLYWOOD...TO GET A HOLLYWOOD TAN!
Serial Number:	77255146	HT TANS

**CORRESPONDENCE DATA**

Fax Number: (310)277-4730  
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

**900136575**

**TRADEMARK  
 REEL: 004007 FRAME: 0034**

**CH \$240.00 2228843**

Phone: 310-551-9306  
Email: jarciniega@mwe.com  
Correspondent Name: Jorge Arciniega, c/o MWE LLP  
Address Line 1: 2049 Century Park East, Suite #3800  
Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	083841.0010
NAME OF SUBMITTER:	Jorge Arciniega
Signature:	/Jorge Arciniega/
Date:	06/17/2009

**Total Attachments: 5**

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**ASSIGNMENT AGREEMENT**

This Assignment Agreement, effective as of May 8, 2009, is made by and between CREDIT MANAGERS ASSOCIATION OF CALIFORNIA, a California corporation, doing business as CMA Business Credit Services ("**ASSIGNOR**") and HOLLYWOOD TANS GROUP, LLC, a Delaware limited liability company, as assignee for the benefit of the creditors of ASSIGNOR ("**ASSIGNEE**").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and transfers to ASSIGNEE all right, title and interest of ASSIGNOR in and to the following:


- (a) all of the marks listed on Exhibit A attached hereto, including all goodwill associated therewith and all listed applications for and registrations, extensions and renewals thereof (collectively "**Assigned Marks**"); and
- (b) all of the patents and patent applications listed on Exhibit B attached hereto, including all inventions identified therein and all continuations, continuations-in-part, reissues, divisionals and foreign counterparts thereof (collectively "**Assigned Patents**").

It is expressly agreed that the aforementioned assignment shall include the right to sue for past infringement of any of the Assigned Marks and/or any of the Assigned Patents.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed this Assignment as of the date first written above.

**ASSIGNOR:**

**CREDIT MANAGERS ASSOCIATION OF CALIFORNIA**  
a California corporation, doing business as  
CMA Business Credit Services

By:   
Name: David Macomber  
Title: Vice President and CFO

**ASSIGNEE:**

**HOLLYWOOD TANS GROUP, LLC**  
a Delaware limited liability company

By: \_\_\_\_\_  
Name: Lewis Shender  
Title: President

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For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and transfers to ASSIGNEE all right, title and interest of ASSIGNOR in and to the following:

- (a) all of the marks listed on Exhibit A attached hereto, including all goodwill associated therewith and all listed applications for and registrations, extensions and renewals thereof (collectively “**Assigned Marks**”); and
- (b) all of the patents and patent applications listed on Exhibit B attached hereto, including all inventions identified therein and all continuations, continuations-in-part, reissues, divisionals and foreign counterparts thereof (collectively “**Assigned Patents**”).

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**ASSIGNOR:**

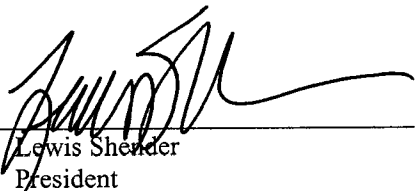
**CREDIT MANAGERS ASSOCIATION OF CALIFORNIA**

a California corporation, doing business as  
CMA Business Credit Services





By: \_\_\_\_\_  
Name: David Macomber  
Title: Vice President and CFO



**ASSIGNEE:**

**HOLLYWOOD TANS GROUP, LLC**  
a Delaware limited liability company

By:   
Name: Lewis Shender  
Title: President

**EXHIBIT A**

<b>COUNTRY</b>	<b>MARK</b>	<b>APP. NO. APP. DATE</b>	<b>REG. NO. REG. DATE</b>
Canada	HOLLYWOOD TANS	1091728 06 FEB 2001	683032 06 MAR 2007
Canada	HT	1091727 06 FEB 2001	683034 06 MAR 2007
Canada	HT HOLLYWOOD TANS (Stylized) 	1091726 06 FEB 2001	683035 06 MAR 2007
Canada	YOU DON'T HAVE TO GO TO HOLLYWOOD...TO GET A HOLLYWOOD TAN!	1091725 06 FEB 2001	683019 06 MAR 2007
CTM	HOLLYWOOD TANS	2456374 09 NOV 2001	2456374 24 FEB 2003
CTM	HOLLYWOOD TANS	6763486 19 MAR 2008	6763486 14 JAN 2009
CTM	HT	2456317 09 NOV 2001	2456317 07 JUL 2003
CTM	HT HOLLYWOOD TANS (Stylized) 	2456325 09 NOV 2001	2456325 04 FEB 2003
CTM	YOU DON'T HAVE TO GO TO HOLLYWOOD...TO GET A HOLLYWOOD TAN!	2456333 09 NOV 2001	2456333 28 MAY 2003
Israel	HOLLYWOOD TANS	153308 11 NOV 2001	153308 03 APR 2003
Israel	HT	153307 11 NOV 2001	153307 03 APR 2003
Israel	HT HOLLYWOOD TANS (Stylized) 	153305 11 NOV 2001	153305 05 MAY 2004
Turkey	HOLLYWOOD TANS	2003/22875 28 AUG 2003	2003/22875 28 AUG 2003
Turkey	HT	2003/21733 18 AUG 2003	2003/21733 18 AUG 2003
Turkey	HT HOLLYWOOD TANS (Stylized) 	2003/22874 28 AUG 2003	2003/22874 28 AUG 2003
Turkey	YOU DON'T HAVE TO GO TO HOLLYWOOD...TO GET A HOLLYWOOD TAN!	2003/22876 28 AUG 2003	2003/22876 28 AUG 2003

COUNTRY	MARK	APP. NO. APP. DATE	REG. NO. REG. DATE
USA	HOLLYWOOD TANS	75/466,944 13 APR 1998	2,228,843 02 MAR 1999
USA	HT	76/190,295 05 JAN 2001	2,492,716 25 SEP 2001
USA	HT	77/402,391 21 FEB 2008	3,541,626 02 DEC 2008
USA	HT HOLLYWOOD TANS (Stylized) 	76/190,359 10 JUN 2003	2,725,161 10 JUN 2003
USA	HT HOLLYWOOD TANS (Stylized) 	78/276,543 21 JUL 2003	3,074,282 28 MAR 2006
USA	HT TANNING	77/402,389 21 FEB 2008	3,504,965 23 SEP 2008
USA	HT TANS	77/255,146 14 AUG 2007	N/A
USA	TANETICS	77/420,574 12 MAR 2008	3,505,164 23 SEP 2008
USA	YOU DON'T HAVE TO GO TO HOLLYWOOD...TO GET A HOLLYWOOD TAN!	76/083,614 06 JUL 2000	2,590,596 09 JUL 2002

**EXHIBIT B**

<b>TITLE</b>	<b>COUNTRY</b>	<b>APP NO. &amp; FILING DATE</b>	<b>PATENT NO. &amp; ISSUE DATE</b>
TANNING BOOTH HAVING REDUCED TANNING TIME	USA	09/836,543 18 APR 2001	6,673,097 06 JAN 2004