

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
Pretty Look Inc.		10/30/2009	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Andrew Kirpalani		
Street Address:	23 Tamarack Road		
City:	Alpine		
State/Country:	NEW JERSEY		
Postal Code:	07620		
Entity Type:	INDIVIDUAL:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77366882	DENALI	
Registration Number:	2062687	DENALI	
CORRESPONDENCE DATA			
Fax Number:	(212)764-5060		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 575-7900		
Email:	skim@ballonstoll.com		
Correspondent Name:	Sunny Kim		
Address Line 1:	729 Seventh Avenue		
Address Line 2:	17th Floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	16742-013		
NAME OF SUBMITTER:	Vano Haroutunian		
Signature:	/vharoutunian/		

OP \$65.00 77366882

Date:

10/30/2009

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARKS
AND RELATED GOODWILL**

WHEREAS, PRETTY LOOK INC., a New York corporation having a principle place of business at 463 Seventh Avenue, New York, New York 10018 (hereinafter referred to as "Assignor") is the owner of the trademarks (1.) "DENALI," which is the subject of U.S. Trademark Registration Number 2,062,687 filed on October 12, 1995 and (2.) "DENALI," which is the subject of U.S. Trademark Application Number 77366882 filed on January 8, 2008 (hereinafter referred to as the "Trademarks");

WHEREAS, Andrew Kirpalani, an individual having a residence at 23 Tamarack Road, Alpine, New Jersey 07620 (hereinafter referred to as "Assignee"), desires to take assignment of the subject Trademarks together with all of the Assignor's right, title and interest in and to said Trademarks and the corresponding United States Trademark Applications and of all the goodwill that has inured to, become symbolized by and associated with the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee all right, title and interest in the Trademarks, and to the corresponding United States Trademark Applications thereto, including all of the goodwill that has inured to, become symbolized by and associated with the Trademarks;

ASSIGNOR does hereby further assign unto the Assignee all common law right, title and interest, and any other right, title and interest in the Trademarks and any and all copyright in the design and subsidiary and/or ancillary rights in any form, including all of the goodwill that has inured to, become symbolized by and associated with the Trademarks.

Dated: October 20, 2009

ASSIGNOR

PRETTY LOOK INC.

[signature]


Akay Shiraze

STATE OF NEW YORK, COUNTY OF NEW YORK ss:

On October 20, 2009, before me, the undersigned authority, personally

**TRADEMARK
REEL: 004088 FRAME: 0815**

appeared Akay Shiraze, Authorized Officer of Pretty Look Inc., personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to in the within instrument and acknowledged to me that he executed the same in the capacity set forth and that by his signature on the instrument he executed same for the purposes therein expressed.



Notary Public

DONALD J. ELLEN
Notary Public, State of New York
No. 02YE4725587
Qualified in New York County
Commission Expires January 31, 201