

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
MB/MF Holdings LLC		12/23/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	MyFace LLC		
Street Address:	57 Danbury Road		
City:	Wilton		
State/Country:	CONNECTICUT		
Postal Code:	06897		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	77724927	BLING BAR	
Serial Number:	77722214	BLINGTONE	
Serial Number:	77236199	DEW TUBES	
Serial Number:	77170214	MYFACE	
Serial Number:	77437184	MYFACE.COSMETICS	
Serial Number:	77334188	MYFACE.DARK	
Serial Number:	77334197	MYFACE.FAIR	
Serial Number:	77334196	MYFACE.MEDIUM	
Serial Number:	77722223	ONE HIT WONDERS	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		

CH \$240.00 77724927

900150974

**TRADEMARK
 REEL: 004122 FRAME: 0417**

Correspondent Name: NANCY C. DICONZA
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
Address Line 2: 866 UNITED NATIONS PLAZA
Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	FDKI 0904184
NAME OF SUBMITTER:	Nancy C. DiConza
Signature:	/anca nicolescu/
Date:	12/30/2009

Total Attachments: 2

source=Executed assignment to MyFace LLC (F0559757)#page1.tif
source=Executed assignment to MyFace LLC (F0559757)#page2.tif

ASSIGNMENT

WHEREAS, MB/MF Holdings LLC, a limited liability company organized and existing under the laws of Delaware located at 57 Danbury Road, Wilton, CT 06897 ("**Assignor**"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, MyFace LLC, a limited liability company organized and existing under the laws of Delaware located at 57 Danbury Road, Wilton, CT 06897 ("**Assignee**"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and related business of the Assignor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

MB/MF Holdings LLC

By:  _____

Name: JAMES FEDERICI

Title: authorized signatory

Date of Signature: December 23, 2009

SCHEDULE

TRADEMARK	SERIAL NO.
BLING BAR	77/724,927
BLINGTONE	77/722,214
DEW TUBES	77/236,199
MYFACE	77/170,214
MYFACE.COSMETICS	77/437,184
MYFACE.DARK	77/334,188
MYFACE.FAIR	77/334,197
MYFACE.MEDIUM	77/334,196
ONE HIT WONDERS	77/722,223

{F0522004.1 }