

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
Bellezza Products, LLC		01/05/2010	LIMITED LIABILITY COMPANY: VIRGINIA
RECEIVING PARTY DATA			
Name:	Hydroxatone LLC		
Street Address:	50 Harrison Street, Suite 313		
City:	Hoboken		
State/Country:	NEW JERSEY		
Postal Code:	07030		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3312417	HYDROXATONE	
CORRESPONDENCE DATA			
Fax Number:	(602)258-4441		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	602-258-4440		
Email:	chris@daylawfirm.com		
Correspondent Name:	Christopher J. Day		
Address Line 1:	301 East Bethany Home Road, Suite A-213		
Address Line 4:	Phoenix, ARIZONA 85012		
NAME OF SUBMITTER:		Christopher J. Day	
Signature:		/Christopher J. Day/	
Date:		02/05/2010	
Total Attachments: 1			

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**TRADEMARK
 REEL: 004144 FRAME: 0787**

HYDROXATONE
Serial No.: 78923690
Registration No.: 3312417

TRADEMARK ASSIGNMENT

WHEREAS, Bellezza Products, LLC, a limited liability company organized under the laws of Virginia ("Assignor") owns and uses the mark HYDROXATONE in connection with the goods specified in the above identified United States trademark registration application; and

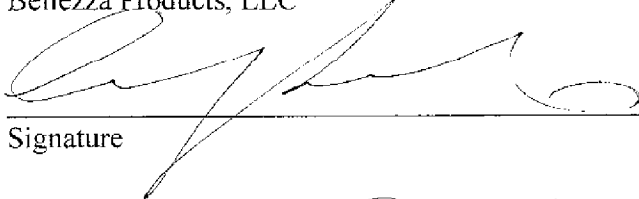
WHEREAS, Hydroxatone LLC, a limited liability company organized under the laws of Virginia ("Assignee") is desirous of acquiring said mark and the underlying trademark registration application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all right, title and interest in and to the said mark, and the above identified registration application, together with the good will of the business symbolized by the mark.

Dated as of the 05 day of February, 2010.

ASSIGNOR:

Bellezza Products, LLC



Signature

Andrew J. Sorvillo

Printed Name

CEO

Position