

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/19/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BeautyBank Inc.		03/11/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	DAFU LICENSING, INC.
Street Address:	11766 Wilshire Blvd.
Internal Address:	#1610
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90025
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	77550679	DIANOCHÉ PASSION
Serial Number:	77431788	DIANOCHÉ LOVE
Serial Number:	78737499	
Serial Number:	77325132	DIANOCHÉ OCEAN
Serial Number:	77252324	DIANOCHÉ

CORRESPONDENCE DATA

Fax Number: (212)277-2355
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: uspto@estee.com
 Correspondent Name: Rita M. Odin
 Address Line 1: 767 Fifth Avenue
 Address Line 4: New York, NEW YORK 10153

900157007

**TRADEMARK
 REEL: 004166 FRAME: 0908**

CH \$140.00 77550679

ATTORNEY DOCKET NUMBER:	DAISY
NAME OF SUBMITTER:	Rita M. Odin
Signature:	/RMO/
Date:	03/12/2010
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

ASSIGNMENT

This Assignment, effective nunc pro tunc as and from the 19th day of August, 2008, from BeautyBank Inc., a Delaware Corporation with offices located at 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNOR") to Dafu Licensing, Inc., a California Corporation with offices located at 11766 Wilshire Blvd., #1610, Los Angeles, California 90025 (hereinafter "ASSIGNEE");

WITNESSETH THAT:

WHEREAS, the ASSIGNOR was, as of August 19, 2008, the owner of all right, title and interest in and to the trademarks in the attached Schedule A (collectively the "Trademarks") and in and to the goodwill of the business relating thereto;


WHEREAS, the ASSIGNEE, acquired all right, title and interest in the Trademarks, together with the goodwill of the business associated with the Trademarks nunc pro tunc as of August 19, 2008 for good and valuable consideration; and

WHEREAS, the parties desire to ratify said assignment;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, throughout the world, in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interests in the Trademark.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 1th day of March, 2010.

BEAUTYBANK INC.

By: 
Rita M. Odin
Vice President and Trademark
Counsel

SCHEDULE A

Trademark	Serial Number	Filing Date	Reg. Number	Reg. Date
DIANOCHÉ	77/252,324	August 10, 2007	3,417,753	April 29, 2008
DIANOCHÉ OCEAN	77/325,132	November 8, 2007	3,551,396	December 23, 2008
DIANOCHÉ PASSION	77,550,679	August 19, 2008		
DIANOCHÉ LOVE	77/431,788	March 26, 2008		
(design)	78/737,499	October 20, 2005	3,360,583	December 25, 2007