

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MYBEAUTYCENTER.COM, LLC		04/07/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FRAGRANCENET.COM, INC.		
<b>Street Address:</b>	104 Parkway Drive South		
<b>City:</b>	Hauppauge		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11780		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2798442	MYBEAUTY	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)593-9175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 980-0120		
Email:	kkauper@fkks.com		
Correspondent Name:	Karl Kauper		
Address Line 1:	488 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	9802-0200-4285		
NAME OF SUBMITTER:	Karl Kauper		
Signature:	/karl kauper/		
Date:	04/07/2010		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, **MYBEAUTYCENTER.COM, LLC**, a Delaware limited liability company, with its address at 251 West 92<sup>nd</sup> Street, Suite 1D, New York, NY, 10025 (“Assignor”), owns all right, title and interest in and to the trademarks and trademark applications/registrations listed in the attached Schedule A (the “Trademarks”).

WHEREAS, **FRAGRANCENET.COM, INC.**, a Delaware corporation, with an address at 104 Parkway Drive South, Hauppauge, NY, 11780 (“Assignee”) is desirous of acquiring the entire right, title and interest in, and to and under the Trademarks.

WHEREAS, Assignor hereby covenants and agrees that the Assignor has full right to convey the entire interest herein assigned, and that the Assignor has not executed, and will not execute, any agreement in conflict herewith.

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, the Assignor does hereby assign, sell, transfer and set over to Assignee its entire right, title and interest in, to and under the Trademarks, together with the goodwill of the business symbolized by the Trademarks and all income, royalties and damages now and hereafter due and/or payable to Assignor, along with the right to sue for past, present and future infringements, in and to all the Trademarks, and the applications/registrations thereof, set forth on the attached Schedule A.

IN TESTIMONY WHEREOF, Assignor has caused this Trademark Assignment to be duly executed by its duly authorized officers on the date set forth below.

MYBEAUTYCENTER.COM, LLC

By 

Name: PHILIP ROSA

Title: V.P.

Date: APRIL 7, 2010

**SCHEDULE A**

Trademark	Registration Number	Class
MYBEAUTY	2,798,442	35