

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
Castle and Bishop Financial Services, Inc.		04/02/2010	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Be Fine Group LLC		
Street Address:	411 Bell Street		
City:	Piscataway		
State/Country:	NEW JERSEY		
Postal Code:	08854		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77000197	BE FINE FOOD SKIN CARE	
Registration Number:	3419598	EYE BLOSSOM	
CORRESPONDENCE DATA			
Fax Number:	(781)235-2333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7812374400		
Email:	cgugger@slwllp.com		
Correspondent Name:	Craig R. Gugger		
Address Line 1:	20 William Street		
Address Line 2:	Suite 130		
Address Line 4:	Wellesley, MASSACHUSETTS 02481		
NAME OF SUBMITTER:	Craig R. Gugger		
Signature:	/Craig R. Gugger/		
Date:	04/07/2010		

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TRADEMARK

Total Attachments: 4

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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

Intellectual Property Assignment Agreement (the "Assignment"), dated as of April 2, 2010, between Castle and Bishop Financial Services, Inc., a corporation organized under the laws of New Jersey ("Assignor"), and Be Fine Group LLC, a limited liability company organized under the laws of New Jersey("Assignee").

WHEREAS, Assignee desires to acquire all Assignor's right, title and interest in and to certain intellectual property related to the business conducted by the Assignor (the "Assigned IP"); and

NOW, THEREFORE, for One (\$1.00) Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment of Trademarks. Effective as of April 2, 2010, Assignor transfers, conveys, assigns and delivers to Assignee and Assignee accepts all right, title and interest of Assignor in and to (i) the trademarks set forth in Schedule I hereto, (ii) the registrations and applications for registrations thereof and (iii) the goodwill of the business connected with the use thereof and symbolized thereby (the "Assigned Trademarks").
2. Representations. Assignor warrants and represents that to the best of its knowledge, there is no lien, encumbrance or claim, whether by infringement or otherwise, with respect to the Assigned IP. Assignor further represents and warrants that it has full authority to enter into this Assignment and to assign the Assigned IP to Assignee free and clear of all encumbrances or liens.
3. Best Efforts. Each the Assignor and Assignee shall use its best efforts to take or cause to be taken, all actions, and to do or cause to be done, all things necessary, proper or advisable to consummate the transaction contemplated by this Assignment.
4. Successors. This Assignment shall inure to the benefit of and is binding upon the respective successors and assigns of Assignor and Assignee.
5. Governing Law. This Assignment shall be governed by, and construed in accordance with (i) the laws of the United States, in respect to trademark issues, and (ii) in all other respects, including as to validity (except for patent and trademark issues), interpretation and effect, by the laws of the Commonwealth of Massachusetts without giving effect to the conflict of laws rules thereof.

IN WITNESS WHEREOF, Assignor and Assignee caused this Assignment to be duly executed as of the date first written above.

~~Castle and Bishop~~ Financial Services, Inc.

By: ~~Norman Silverstein~~
Norman Silverstein, President

Be Fine Group LLC

By: ~~Michael Barbanel~~
Michael Barbanel, Manager

Schedule I Assigned Trademarks

1. Trademark: Be Fine Food Skin Care
Serial Number: 77/000197
Country: United States of America
2. Trademark: Be You. Be Fine.
Serial Number: 77/344896
Country: United States of America
3. Trademark: Eye Blossom
Registration Number: 3419598
Country: United States of America
4. Trademark: Fashion Mist
Serial Number: 77/122918
Country: United States of America
5. Trademark: Product Packaging Gabled Box (stylized and/or design)
Serial Number: 77/185380
Country: United States of America
6. Trademark: Be Fine Food Skin Care
Serial Number: 927630
Country: China (People's Republic)
7. Trademark: Be Fine Food Skin Care
Serial Number: 301160676
Country: Hong Kong
8. Trademark: Be Fine Food Skin Care
Serial Number: 01573597
Country: India
9. Trademark: Be Fine Food Skin Care
Registration Number: 927630
Country: Japan
10. Trademark: Be Fine Food Skin Care
Serial Number: n/a
Country: Republic of Korea
11. Trademark: Be Fine Food Skin Care
Registration Number: 783003
Country: New Zealand

12. Trademark: Be Fine Food Skin Care
Registration Number: 01330151
Country: Taiwan

13. Trademark: Be Fine Food Skin Care
Serial Number: n/a
Country: Australia

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