

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
Performance Brands Inc.		06/03/2010	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Beiersdorf AG		
Street Address:	Unnastr. 48		
City:	Hamburg		
State/Country:	GERMANY		
Postal Code:	D-20245		
Entity Type:	JOINT STOCK COMPANY: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3220662	BEAUTIFUL LEGS	
CORRESPONDENCE DATA			
Fax Number:	(212)210-9444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-210-9400		
Email:	ipnyc@alston.com		
Correspondent Name:	Lara Holzman		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	251719		
DOMESTIC REPRESENTATIVE			
Name:	Lara A. Holzman		
Address Line 1:	90 Park Avenue		
Address Line 2:	Alston & Bird LLP		
Address Line 4:	New York, NEW YORK 10016		

CH \$40.00 3220662

TRADEMARK

NAME OF SUBMITTER:	Lara A. Holzman
Signature:	/lah/
Date:	06/21/2010
Total Attachments: 3 source=BL Assignment of Trademarks_1#page1.tif source=BL Assignment of Trademarks_1#page2.tif source=BL Assignment of Trademarks_1#page3.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, Performance Brands Inc., a Florida corporation, with an office at 959 Shotgun Rd., Sunrise, FL 33326 (hereinafter "Assignor") is the owner of a trademark registration for, and any common law rights in regard to, and/or has used the trademark BEAUTIFUL LEGS, as set forth in detail on Schedule A (the "Trademark"); and

WHEREAS, Beiersdorf AG, a company, with an office at Unnastr. 48, D-20245 Hamburg, Germany (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee any and all right, title and interest in and to the Trademark together with the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Trademark.

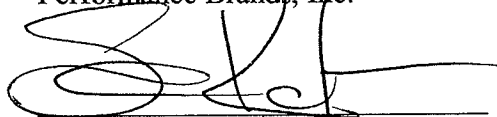
Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may hereafter require in order to vest all Assignor's rights, title and interest in and to the Trademark in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is needed by the Assignee.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed as of the date indicated below.

Dated: 6/3/2010

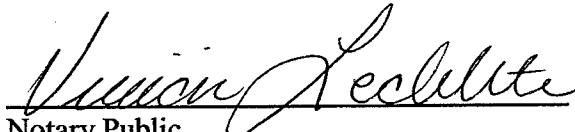
Performance Brands, Inc.

By:


Name: Stacy Kaufman
Title: President

STATE OF Florida)
COUNTY OF Broward)

On this 3 day of June 2010, before me, a Notary Public in and for the State and County aforesaid, personally appeared Stacy Kaufman, known by me to be the person of the above name and an officer of Performance Brands Inc., duly authorized to execute this Trademark Assignment on behalf of Performance Brands Inc., who signed and executed the foregoing instrument on behalf of Performance Brands Inc.


Notary Public

My Commission Expires: June 18, 2012

SCHEDULE A

Trademark	Country	Registration No.	Registration Date
BEAUTIFUL LEGS	U.S.	3,220,662	March 20, 2007