

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
Murad Skin Research Laboratories, Inc.		07/12/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Murad, Inc.		
Street Address:	2121 Rosecrans Avenue, Fifth Floor		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77576475	THE SCIENCE OF CELLULAR WATER	
CORRESPONDENCE DATA			
Fax Number:	(310)881-6801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 881-6800		
Email:	painter@ikplaw.com		
Correspondent Name:	Michael A. Painter, Esq.		
Address Line 1:	10250 Constellation Boulevard, Suite 290		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	06889.220		
NAME OF SUBMITTER:	Michael A. Painter		
Signature:	/Michael A. Painter/		
Date:	07/14/2010		

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Total Attachments: 3

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ASSIGNMENT


WHEREAS, MURAD SKIN RESEARCH LABORATORIES, INC. is a corporation organized under the laws of the State of California, of 2121 Rosecrans Avenue, Fifth Floor, El Segundo, California 90245, ("Assignor"), has filed an application to register the mark - THE SCIENCE OF CELLULAR WATER, now assigned Serial No. 77/576,475 filed September 23, 2008 based on an intention to use and;

WHEREAS, MURAD, INC. of 2121 Rosecrans Avenue, El Segundo, California 90245, a corporation organized under the laws of the State of California, ("Assignee"), is desirous of acquiring said mark, application and the registration to issue thereon;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MURAD SKIN RESEARCH LABORATORIES, INC. does hereby assign unto the said MURAD, INC., all rights, title and interest in and to the said mark, application and registration, together with the good will of the business symbolized by the mark.

MURAD SKIN RESEARCH LABORATORIES,
INC.

By:


Richard S. Murad
Chief Operating Officer

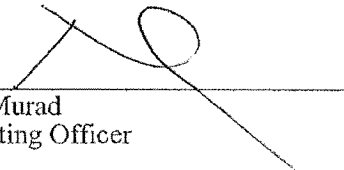
Dated: 7-12-10

POWER OF ATTORNEY

Assignee hereby appoints MICHAEL A. PAINTER, ESQ. of ISAACMAN, KAUFMAN & PAINTER, A Professional Corporation, with offices at 10250 Constellation Boulevard, Suite 2900, Los Angeles, California 90067, (310) 881-6800, with full power of substitution, the power of appointment of an associate attorney, and the power of revocation, to record this Assignment, to transact all business in the Patent and Trademark Office in connection therewith and to receive all documents.

MURAD, INC.

By:


Richard S. Murad
Chief Operating Officer

Dated: 7-12-10

MAP-TM-6960