

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
A Sense of Self, Inc.		07/15/2010	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	
Registration Number:	1626577	A SENSE OF SELF	
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:	Isaacman, Kaufman & Painter		
Address Line 2:	10250 Constellation Blvd., Suite 2900		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	06889.006		
NAME OF SUBMITTER:	Richard S. Murad		
Signature:	/Richard S. Murad/		
Date:	07/15/2010		

CH \$40.00 1626577

Total Attachments: 3

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

A SENSE OF SELF, INC.

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: California
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) July 15, 2010

- Assignment Merger
- Security Agreement Change of Name
- Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: MURAD, INC.

Internal Address: _____

Address: _____

Street Address: 2121 Rosecrans Avenue, Fifth Floor

City: El Segundo

State: California

Country: U.S.A. Zip: 90245

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship California
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1626577

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

A SENSE OF SELF

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Michael A. Painter, Esq.

Internal Address: Isaacman, Kaufman & Painter

Street Address: 10250 Constellation Boulevard

City: Los Angeles

State: California Zip: 90067

Phone Number: (310) 881-6800

Fax Number: (310) 881-6801

Email Address: painter@ikplaw.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 16-0070

Authorized User Name Michael A. Painter

9. Signature:



Signature

July 15, 2010

Date

MICHAEL A. PAINTER

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

ASSIGNMENT

WHEREAS, A SENSE OF SELF, INC., is a corporation organized under the laws of the State of California ("Assignor"), has adopted, used and registered the trademark A SENSE OF SELF, Registration No. 1,626,577 dated December 11, 1990; and

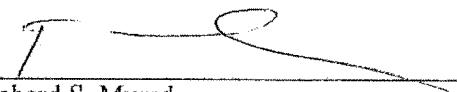
WHEREAS, MURAD, INC., of 2121 Rosecrans Boulevard, Fifth Floor, El Segundo, California 90245, is a corporation organized under the laws of the State of California, ("Assignee"), is desirous of acquiring said trademark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, on March 16, 1998 A SENSE OF SELF, INC. did assign unto the said MURAD, INC., all rights, title and interest in and to the said mark and registration, together with the good will of the business symbolized by the mark.

A SENSE OF SELF, INC.

Dated: 7-15-10

By:

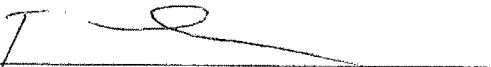

Richard S. Murad
Secretary

POWER OF ATTORNEY

Assignee hereby appoints Michael A. Painter, Esq. of Isaacman, Kaufman & Painter, with offices at 10250 Constellation Boulevard, Suite 2900, Los Angeles, California 90067 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: 7-15-10