

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
House of Westmore, Inc.		12/16/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Credit Managers Association of California		
Doing Business As:	DBA Credit Management Association		
Street Address:	40 E. Verdugo Avenue		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91502		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1589602	MARVIN WESTMORE	
Registration Number:	1709076	HOUSE OF WESTMORE	
Registration Number:	2956562	WESTMORE ACADEMY OF COSMETIC ARTS	
Registration Number:	2959065	M. G. WESTMORE ACADEMY OF COSMETIC ARTS	
Registration Number:	2932435	WESTMORE INSTITUTE OF THE ARTS, INC.	
Registration Number:	2871286	W	
CORRESPONDENCE DATA			
Fax Number:	(215)689-4934		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2159791191		
Email:	eorleman@duanemorris.com		
Correspondent Name:	Nicole K. McLaughlin, Duane Morris LLP		
Address Line 1:	30 S. 17th St.		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		

CH \$165.00 1589602

ATTORNEY DOCKET NUMBER:	D4748-00105 NKM
NAME OF SUBMITTER:	Nicole K. McLaughlin
Signature:	/nicole k. mclaughlin/
Date:	01/04/2011
Total Attachments: 3 source=house of westmore assignment#page1.tif source=house of westmore assignment#page2.tif source=house of westmore assignment#page3.tif	

EXECUTION VERSION

TRADEMARK ASSIGNMENT

This Trademark Assignment, effective this 16th day of December, 2010, between the undersigned, **House of Westmore, Inc.**, a California corporation, with a principal place of business at 916 West Burbank Boulevard, Burbank, California 91506 (hereinafter referred to as "Assignor"), and **Credit Managers Association of California d/b/a Credit Management Association**, as Assignee for the benefit of creditors of House of Westmore, Inc., (hereinafter referred to as the "Assignee"), transfers and assigns from Assignor to Assignee, all right, title, and interest in and to the marks and registrations identified on the attached Schedule A (the "Marks"), together with the goodwill symbolized by said Marks and registrations, for the use and benefit of Assignee and its successors, assigns or other legal representatives, and all rights and privileges under the Marks, including the right to renew and/or register the Marks, and all rights to sue and recover for damages and profits for past infringement in the United States and S. Korea.

For good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest in and to the Marks, free and clear of all liens and encumbrances, together with all of the goodwill associated with and symbolized by such Marks.

After execution of this Trademark Assignment, at the request of the Assignee and at the Assignee's expense, but without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer, assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Marks, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Marks and to give full effect to this Trademark Assignment.

This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns. Assignee hereby accepts such assignment and transfer.

IN WITNESS WHEREOF, intending to be legally bound, this Trademark Assignment has been executed effective as of the date first above written.

HOUSE OF WESTMORE, INC.

CREDIT MANAGERS ASSOCIATION OF CALIFORNIA d/b/a CREDIT MANAGEMENT ASSOCIATION (as Assignee for the benefit of creditors of House of Westmore, Inc.)

By: [Signature]
Name: MARVIA J. WESTMORE
Title: CEO

By: _____
Name: _____
Title: _____

TRADEMARK ASSIGNMENT

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For good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest in and to the Marks, free and clear of all liens and encumbrances, together with all of the goodwill associated with and symbolized by such Marks.

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HOUSE OF WESTMORE, INC.

CREDIT MANAGERS ASSOCIATION OF CALIFORNIA d/b/a CREDIT MANAGEMENT ASSOCIATION (as Assignee for the benefit of creditors of House of Westmore, Inc.)

By: _____
Name: _____
Title: _____

By: DMACMA
Name: DAVID T. MACOMBER
Title: VP + CFO

SCHEDULE A

MARK	REG. NO.	COUNTRY
MARVIN WESTMORE & Design*	1589602	United States
HOUSE OF WESTMORE	1709076	United States
WESTMORE ACADEMY OF COSMETIC ARTS	2956562	United States
M.G. WESTMORE ACADEMY OF COSMETIC ARTS	2959065	United States
WESTMORE INSTITUTE OF THE ARTS, INC.	2932435	United States
W (Stylized)	2871286	United States
WESTMORE ACADEMY OF COSMETIC ARTS	4101072710000	S. Korea

* The registration for this trademark expired on October 3, 2010.

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