

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Australian Gold, Inc.		03/28/2011	CORPORATION: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pure Romance, Inc.		
<b>Street Address:</b>	161 Commerce Blvd.		
<b>City:</b>	Loveland		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45140		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3099422	PURE ROMANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)241-4771		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(513) 352-6678		
<b>Email:</b>	dawn.schneider@thompsonhine.com		
<b>Correspondent Name:</b>	Carrie A. Shufflebarger		
<b>Address Line 1:</b>	312 Walnut Street, Suite 1400		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202-4089		
<b>NAME OF SUBMITTER:</b>	Carrie A. Shufflebarger		
<b>Signature:</b>	/carrie shufflebarger/		
<b>Date:</b>	03/29/2011		
<b>Total Attachments: 1</b> source=Pure Romance-Australian Gold assignment#page1.tif			

OP \$40.00 3099422

**EXHIBIT A:  
ASSIGNMENT**

WHEREAS, Australian Gold, Inc., an Indiana corporation ("Assignor"), is the owner of all right, title, and interest in and to the mark PURE ROMANCE for suntanning preparations, covered by the following registrations therefor (the "AG PR Mark"):

U.S. Reg. No. 3,099,422  
Canada Reg. No. TMA710084  
CTM Reg. No. 004593406

WHEREAS, Pure Romance, Inc., an Ohio corporation ("Assignee"), wishes to acquire all rights that Assignor has in and to the AG PR Mark and the registrations therefor, together with the good will in connection with which the AG PR Mark is used and which is symbolized by the AG PR Mark, along with the right to recover for damages and profits for past infringements thereof,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee all of Assignor's right, title, and interest in and to the AG PR Mark and the registrations thereof, together with the good will in connection with which the AG PR Mark is used and which is symbolized by the AG PR Mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's right, title, and interest in and to the AG PR Mark and the registration thereof in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession and control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this \_\_\_ day of March, 2011.

Australian Gold, Inc.            (Assignor)

By: *Scott Markus*

Title: *General Counsel*

Date: *3/28/11*