

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
Jamie Kern		03/25/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	IT COSMETICS, LLC
Street Address:	16 Lyon Court
City:	Jersey City
State/Country:	NEW JERSEY
Postal Code:	07305
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Serial Number:	85080587	INNOVATIVE TECHNOLOGY COSMETICS
Serial Number:	85080510	INNOVATIVE TECHNOLOGY COSMETICS
Registration Number:	3843923	BYE BYE COSMETICS
Registration Number:	3833839	BYE BYE CONCEALER
Registration Number:	3833838	BYE BYE PORES
Registration Number:	3833835	BYE BYE LID LINES
Registration Number:	3716458	REVERSE BIRTHDAY
Registration Number:	3674185	MY YOUTHFUL SMILE
Registration Number:	3908329	JE NE SAIS QUOI
Serial Number:	77369068	BYE BYE STRETCH MARKS
Serial Number:	77454793	GET WET
Registration Number:	3644712	BYE BYE UNDER EYE
Serial Number:	77477450	BOOB JOB
Registration Number:	3632708	GROUNDBREAKING COSMETIC BODY SCULPTING

OP \$590.00 85080587

Registration Number:	3742874	IT COSMETICS
Registration Number:	3636067	SMOKIN' HOT LEGS
Registration Number:	3636060	EYES OF SEDUCTION
Registration Number:	3636059	MY BEAUTIFUL BREASTS
Registration Number:	3636058	MY NAUGHTY MOUTH
Registration Number:	3740434	IT COSMETICS
Registration Number:	3726006	BOOBS AND CLEAVAGE IN A BOX
Registration Number:	3521926	ABS IN A BOX
Registration Number:	3725988	CHUTZPAH

CORRESPONDENCE DATA

Fax Number: (216)621-1113
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2166211113
Email: wasklar@rennerotto.com
Correspondent Name: Warren A. Sklar
Address Line 1: 1621 Euclid Avenue
Address Line 2: 19th Floor
Address Line 4: Cleveland, OHIO 44115

ATTORNEY DOCKET NUMBER:	KERJG105
NAME OF SUBMITTER:	Warren A. Sklar
Signature:	/Warren A. Sklar/
Date:	04/05/2011

Total Attachments: 2
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ASSIGNMENT

WHEREAS, **Jamie Kern**, an individual, currently having an address at 16 Lyon Court, Jersey City, New Jersey 07305 (**Assignor**), is the owner of the trademarks identified in attached Exhibit A; and

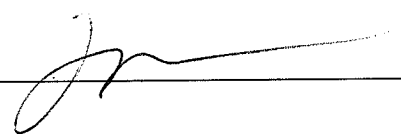
WHEREAS, Assignor desires to assign the trademarks, the U.S. trademark applications and the U.S trademark registrations identified in Exhibit A, and the entire portion of Assignor's business to which the trademarks identified in Exhibit A pertain to **IT COSMETICS, LLC**, a limited liability company of Delaware, having an address at 16 Lyon Court, Jersey City, New Jersey 07305 (**Assignee**);

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire worldwide rights, title and interest in and to the aforesaid trademarks, trademark applications and trademark registrations, all the business to which the respective trademarks pertain, and the goodwill of the business symbolized by the respective trademarks, together with all claims for damages by reason of past infringement of said trademarks and/or trademark registrations, including the right to sue in its own name and to collect said damages for its own use.

Signed at New York, NY, this 25th day of March, 2011.

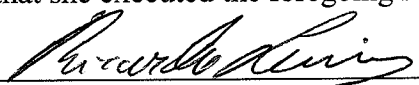
Jamie Kern

Signature



RICARDO LIMA
NOTARY PUBLIC, STATE OF NEW YORK
No. 0116066386
State of New Jersey)
County of NEW YORK)
QUALIFIED IN NEW YORK COUNTY)
MY COMMISSION EXPIRES NOV. 13, 2013

On this 25th day of March, 2011, personally appeared Jamie Kern, to me known and/or who satisfactorily identified herself as the above-named assignor, and acknowledged that she executed the foregoing Assignment.



Notary Public

seal

State of New York
County of New York
Sworn to and
Subscribed before
me this 25 day of

March, 2011



Notary Public

RICARDO LIMA
NOTARY PUBLIC, STATE OF NEW YORK
No. 0116066386
QUALIFIED IN NEW YORK COUNTY
MY COMMISSION EXPIRES NOV. 13, 2013

TRADEMARK

REEL: 004515 FRAME: 0746

EXHIBIT A to Assignment from Jamie Kern to IT Cosmetics, LLC

Serial Number	Reg. Number	Word Mark
<u>85080587</u>		<u>INNOVATIVE TECHNOLOGY</u> <u>COSMETICS</u>
<u>85080510</u>		<u>INNOVATIVE TECHNOLOGY</u> <u>COSMETICS</u>
<u>77797582</u>	<u>3843923</u>	<u>BYE BYE COSMETICS</u>
<u>77797507</u>	<u>3833839</u>	<u>BYE BYE CONCEALER</u>
<u>77797465</u>	<u>3833838</u>	<u>BYE BYE PORES</u>
<u>77796754</u>	<u>3833835</u>	<u>BYE BYE LID LINES</u>
<u>77543269</u>	<u>3716458</u>	<u>REVERSE BIRTHDAY</u>
<u>77512752</u>	<u>3674185</u>	<u>MY YOUTHFUL SMILE</u>
<u>77299885</u>	<u>3908329</u>	<u>JE NE SAIS QUOI</u>
<u>77369068</u>		<u>BYE BYE STRETCH MARKS</u>
<u>77454793</u>		<u>GET WET</u>
<u>77477452</u>	<u>3644712</u>	<u>BYE BYE UNDER EYE</u>
<u>77477450</u>		<u>BOOB JOB</u>
<u>77433944</u>	<u>3632708</u>	<u>GROUNDBREAKING COSMETIC</u> <u>BODY SCULPTING</u>
<u>77346847</u>	<u>3742874</u>	<u>IT COSMETICS</u>
<u>77303127</u>	<u>3636067</u>	<u>SMOKIN' HOT LEGS</u>
<u>77299856</u>	<u>3636060</u>	<u>EYES OF SEDUCTION</u>
<u>77299832</u>	<u>3636059</u>	<u>MY BEAUTIFUL BREASTS</u>
<u>77299811</u>	<u>3636058</u>	<u>MY NAUGHTY MOUTH</u>
<u>77278386</u>	<u>3740434</u>	<u>IT COSMETICS</u>
<u>77252783</u>	<u>3726006</u>	<u>BOOBS AND CLEAVAGE IN A BOX</u>
<u>77243423</u>	<u>3521926</u>	<u>ABS IN A BOX</u>
<u>77230899</u>	<u>3725988</u>	<u>CHUTZPAH</u>