

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
	Sophy Merszei		08/11/2011
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	NovaLash, Inc.		
Street Address:	1200 Southmore Blvd.		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77004		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	3735207	LASH + DOCTOR
	Registration Number:	3103541	NOVALASH
CORRESPONDENCE DATA			
Fax Number:	(713)238-8008		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tmhou@conleyrose.com		
Correspondent Name:	Sophy Merszei		
Address Line 1:	1200 Southmore Blvd.		
Address Line 4:	Houston, TEXAS 77004		
ATTORNEY DOCKET NUMBER:	2745-00300 + 2745-02600		
NAME OF SUBMITTER:	Annie Aymond		
Signature:	/Annie Aymond/		
Date:	08/20/2011		
Total Attachments: 3 source=Assignment Sophy to NovaLash, Inc. 8.11.11#page1.tif source=Assignment Sophy to NovaLash, Inc. 8.11.11#page2.tif source=Assignment Sophy to NovaLash, Inc. 8.11.11#page3.tif			

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ASSIGNMENT

This Agreement is made by and between SOPHY MERSZEI ("Assignor") an individual having a place of residence in Houston, Texas, United States of America and NOVALASH, INC. ("Assignee"), a Texas corporation having a place of business at 1200 Southmore Blvd., Houston, Texas 77004, United States of America. By this Agreement, Assignor and Assignee agree as follows:

WHEREAS Assignor is the sole owner of the trademarks, service marks, trade names, and domain names identified on Exhibit 1 attached hereto;

WHEREAS Assignor desires to assign all rights, title, and interest in and to the Trademarks to Assignee;

WHEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration to it in hand paid, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby sells, assigns, transfers, and conveys to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the trademarks, service marks, trade names, and domain names identified on Exhibit 1 hereto, including but not limited to all common law rights associated with the foregoing, all rights of priority associated with the foregoing together with the goodwill associated with the foregoing (collectively the "Trademarks"), and together with any and all rights and causes of action (including damages recoverable thereby) for past, present, and future unauthorized use of the Trademarks, including but not limited to all rights and causes of action for infringement and unfair competition.

Assignor further covenants and agrees that it and its representatives will, at Assignee's request and expense, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full the benefits of the rights and interests herein sold, assigned, transferred, and conveyed. This Agreement shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

Assignor represents and warrants that it owns all right, title, and interest in and to the Trademarks, that it has the authority to transfer all of the rights sold, assigned, transferred, and conveyed pursuant to this Agreement, and that it has not licensed anyone to use the Trademarks in any way.

This Assignment is effective as of this 11th day of August, 2011. The undersigned hereby represent and warrant that they have the authority to execute this Agreement on behalf of their respective entities.

ASSIGNOR

By: 
SOPHY MERSZEI

BEFORE ME, the undersigned, a Notary Public in and for the State of TEXAS, on this day personally appeared SOPHY MERSZEI, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that she executed the same of her own free will and for the purpose and consideration therein expressed and in the capacity therein stated.

ASSIGNMENT OF TRADEMARKS - Continued

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 11th day of AUGUST, 2011.

[SEAL]



Laretta H Kelley
Notary Public in and for the
STATE OF TEXAS

ASSIGNEE

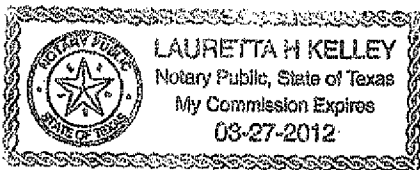
By: _____

SOPHY MERSZEI
President

BEFORE ME, the undersigned, a Notary Public in and for the State of TEXAS, on this day personally appeared SOPHY MERSZEI, known to me to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of the said NOVALASH, INC., a Texas corporation, and that she executed the same as the act and deed of such corporation and for the purpose and consideration therein expressed and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this 11th day of AUGUST, 2011.

[SEAL]



Laretta H Kelley
Notary Public in and for the
STATE OF TEXAS

ASSIGNMENT OF TRADEMARKS - Continued

EXHIBIT 1			
Trademark	Country	Registration No.	Registration Date
LASH + DOCTOR	United States of America	3,735,207	05-Jan-2010
NOVALASH	United States of America	3,103,541	13-Jun-2006
NOVALASH	Int'l Registration - Madrid Protocol	0943522	25-Jun-2007
NOVALASH	Albania	0943522	25-Jun-2007
NOVALASH	Belarus	0943522	25-Jun-2007
NOVALASH	Switzerland	0943522	25-Jun-2007
NOVALASH	European Community	0943522	25-Jun-2007
NOVALASH	Croatia	0943522	25-Jun-2007
NOVALASH	Iceland	0943522	25-Jun-2007
NOVALASH	Korea, Republic of	0943522	25-Jun-2007
NOVALASH	Liechtenstein	0943522	25-Jun-2007
NOVALASH	Monaco	0943522	25-Jun-2007
NOVALASH	Moldova	0943522	25-Jun-2007
NOVALASH	Montenegro	0953522	25-Jun-2007
NOVALASH	Macedonia	0943522	25-Jun-2007
NOVALASH	Norway	0943522	25-Jun-2007
NOVALASH	Serbia	0943522	25-Jun-2007
NOVALASH	Russian Federation	0943522	25-Jun-2007
NOVALASH	Turkey	0943522	25-Jun-2007
NOVALASH	Ukraine	0943522	25-Jun-2007