

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
ROMANE FRAGRANCES, LLC		09/08/2011	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Jim Morrison Beauty, LLC		
Street Address:	6300 Canoga Ave., 15th Floor		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91367		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3242518	PROFILE	
CORRESPONDENCE DATA			
Fax Number:	(310)861-6566		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310-860-6136		
Email:	trademarks@lovitziplaw.com		
Correspondent Name:	Michael L. Lovitz, Lovitz IP Law PC		
Address Line 1:	9701 Wilshire Blvd., Ste 1000		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
ATTORNEY DOCKET NUMBER:	J1003-5001		
NAME OF SUBMITTER:	Michael L. Lovitz		
Signature:	/michael l lovitz/		
Date:	09/08/2011		
Total Attachments: 1 source=Profile - Executed Assignment#page1.tif			

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TRADEMARK
 REEL: 004619 FRAME: 0651

Trademark Assignment

WHEREAS, ROMANE FRAGRANCES, LLC, an Illinois limited liability company having its principal place of business at 851 Church Court, Elmhurst, IL 60126-1036 (the "Assignor") is the owner of record of all right, title, and interest in and to the trademark PROFILE for fragrances including cologne (the "Trademark") as well as to the following U.S. Trademark Registration therefore (the "Registration"):

Mark	Reg. No.	Reg. Date
PROFILE	3,242,518	May 15, 2007

WHEREAS, JIM MORRISON BEAUTY, LLC, a Delaware limited liability company having its principal place of business at 6300 Canoga Avenue, 15th Floor, Woodland Hills, CA 91367 (the "Assignee"), wishes to acquire the Trademark and Registration.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, transfer, convey, and assign unto Assignee nunc pro tunc, all right, title, and interest in and to the Trademark and the Registration together with the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, Assignor has caused an authorized officer to sign his name this 8th day of September, 2011.

Date: 9/8/11

Romane Fragrances, LLC

By: J. M. Henke
Name: James Morrison Henke
Title: CEO / Managing Member