

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rex Edwin Perez		08/16/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Cosmetic Warriors Limited		
Street Address:	29 High Street		
City:	Poole, Dorset		
State/Country:	UNITED KINGDOM		
Postal Code:	BH15 1AB		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2721499	LUSH MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
Phone:	612.332.5300		
Email:	cmanthie@merchantgould.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Danielle I. Mattessich		
Address Line 1:	P.O. BOX 2910		
Address Line 2:	Merchant & Gould P.C.		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	16244.3USAM		
DOMESTIC REPRESENTATIVE			
Name:	Danielle I. Mattessich		
Address Line 1:	P.O. Box 2910		

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TRADEMARK  
 REEL: 004639 FRAME: 0375

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Address Line 2: Merchant & Gould P.C.  
Address Line 4: Minneapolis, MINNESOTA 55402-0910

NAME OF SUBMITTER:	Danielle I. Mattessich
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Signature:	/daniellemattessich/
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Date:	10/11/2011
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Total Attachments: 1 source=Signed Assignment#page1.tif
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### TRADEMARK ASSIGNMENT

WHEREAS, Rex Edwin Perez, a U.S. citizen (hereinafter "Assignor"), residing at 21 Ozone Avenue, Apartment 31, in Venice, California 90291 U.S.A., is the record owner of the following "intellectual property":

<u>Mark</u>	<u>Reg. No.</u>	<u>Class &amp; Goods</u>	<u>Status</u>	<u>Country</u>
<b>LUSH MAGAZINE</b>	2,721,499	16 – Publication, namely, a magazine on the subject of partying, night culture and bars	Registered and renewed	U.S.A.

WHEREAS, Cosmetic Warriors Limited, a corporation organized under the laws of the United Kingdom (hereinafter "Assignee"), having a principal place of business at 29 High Street Poole, Dorset in the United Kingdom BH15 1AB, is desirous of acquiring all right, title and interest in and to said intellectual property.

NOW, THEREFORE, for good and valuable consideration in the nature of \$2500.00 (twenty-five hundred dollars), the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby sells, assigns and transfers, unto the said Assignee, its successors or assigns, the entire right, title and interest in and to said intellectual property, together with the goodwill and other incidents of its business associated with or symbolized by said trademark effective on the date of execution of this Agreement.

Rex Edwin Perez,

Date:

8/16/2011

By:

Rex Edwin Perez  
Signature