

## 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
	Beauty Plus Trading Co., Inc.		01/25/2012
			Entity Type
			CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Model Model Hair Fashion, Inc.		
Street Address:	113-25 14th Avenue		
City:	College Point		
State/Country:	NEW YORK		
Postal Code:	11356		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	77183341	MODEL
CORRESPONDENCE DATA			
Fax Number:	(973)295-1308		
Phone:	973-443-3560		
Email:	kimjo@gtlaw.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:	Greenberg Traurig, LLP		
Address Line 1:	200 Park Avenue		
Address Line 4:	Florham Park, NEW JERSEY 07932		
ATTORNEY DOCKET NUMBER:	100444-015600		
NAME OF SUBMITTER:	John K. Kim		
Signature:	/John K. Kim/		
Date:	02/22/2012		
Total Attachments: 1 source=100444-015600-assignment#page1.tif			

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Beauty Plus Trading Co., Inc. ("Beauty Plus"), a corporation organized and existing under the laws of the State of New Jersey, and having a principal place of business at 210 West Commercial Avenue, Moonachie, New Jersey 07074, is the sole and exclusive owner of U.S. Trademark Application Serial No. 77/183,341, filed May 17, 2007 for the mark MODEL (the "MODEL Mark" and the goodwill associated therewith); and

WHEREAS, Model Model Hair Fashion, Inc. ("Model Model"), a corporation organized and existing under the laws of the State of New York, having a principal place of business at 113-25 14th Avenue, College Point, New York 11356, desires to acquire all of the rights of Beauty Plus in and to said mark and application;

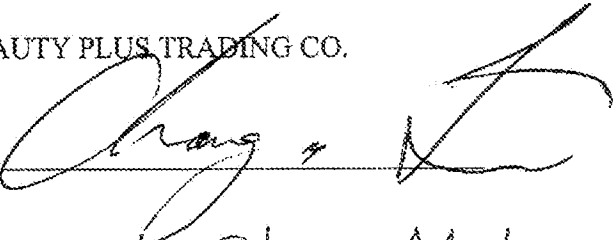
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Beauty Plus hereby assigns to Model Model, its successors, assigns and legal representatives, the entire right, title and interest of Beauty Plus, in and to the MODEL Mark in the United States and all other countries and regions, including but not limited to U.S. Trademark Application Serial No. 77/183,341 and any and all common law rights relating thereto, and the goodwill symbolized thereby, together with all unsatisfied claims for damages by reason of past infringement of the MODEL Mark, with the right to sue for such damages and collect same for its own use and benefit and for the use and benefit of its successors, assigns or other representatives.

This instrument and all of its terms shall inure to the benefit of and shall bind Beauty Plus and Model Model and their respective successors and assigns.

IN WITNESS WHEREOF, Beauty Plus has caused this instrument to be executed and delivered by a duly authorized officer.

BEAUTY PLUS TRADING CO.

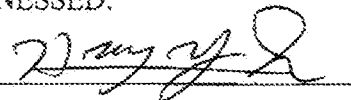
Date: Jan 25 '12

By: 

Name: Chang M. Lee

Title: President

WITNESSED:

By: 

Name: Young Hwang

Title: Marketing Director