

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Itochu Corporation		01/27/2012	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Pacific Fashion Works, LLC		
Street Address:	810 S. Flower Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90017		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
Name:	Itochu Corporation		
Street Address:	1-3, Umeda 3-chome, Kita-Ku		
City:	Osaka-shi, Osaka		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85281677	BEAUTIFICAL	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	docket@hollandhart.com		
Correspondent Name:	Kazuyo Morita		
Address Line 1:	P.O. Box 8749		
Address Line 2:	Attn: Trademark docketing		
Address Line 4:	Denver, COLORADO 80201		

OP \$40.00 85281677

DOMESTIC REPRESENTATIVE

Name: Scott S. Havlick  
Address Line 1: P.O. Box 8749  
Address Line 4: Denver, COLORADO 80201

NAME OF SUBMITTER:	Scott S. Havlick
Signature:	/Scott Havlick/
Date:	04/23/2012
Total Attachments: 1 source=Trademark Assignment#page2.tif	


PARTIAL TRADEMARK ASSIGNMENT

WHEREAS, Itochu Corporation, a Japanese Corporation, located at 1-3, Umeda 3-chome, Kita-ku, Osaka-shi, Osaka, Japan is the owner of the following trademark application:

Mark	Class of Goods/Services	Registration or Application No.	Country
BEAUTIFICAL	14, 18 and 25	85-281677	United States

WHEREAS, Pacific Fashion Works, LLC, a California Limited Liability Company, 810 S. Flower Street, Los Angeles, CA 90017 is a successor to a portion of that part of the business of Itochu Corporation to which the mark pertains, and seeks to acquire a 50% undivided interest in the entire right, title, interest in and to said trademark application and resulting registration, and a 50% undivided interest in all rights of renewal thereof, together with a 50% undivided interest in the goodwill of the business associated with and symbolized by said trademark.

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Itochu Corporation does hereby sell, assign, and set over unto Pacific Fashion Works, LLC, its successors, assigns, a 50% undivided interest in the entire right, title and interest to said trademark and said application and any resulting registration and a 50% undivided interest in all rights of renewal thereof, together with a 50% undivided interest in the goodwill of the business associated with and symbolized by said trademark, and together with a 50% undivided interest in the right to sue for past infringement and to collect a 50% portion of any damages or profits for past infringements for its own use and benefits, subject to future written amendment signed by both parties.

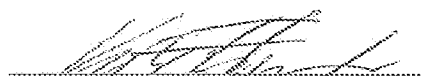
Dated: 01/27/2012 

Itochu Corporation

Pacific Fashion Works, LLC



By: Hitoshi Okamoto  
Title: Director, Managing Executive Officer



By: Kazutoshi Fukushima  
Title: CEO

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