

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
PJS Holdings LLC	FORMERLY PB Group LLC	04/13/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Palladio Beauty Group, LLC		
Street Address:	3129 N 29th Avenue		
City:	Hollywood		
State/Country:	FLORIDA		
Postal Code:	33020		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78737147	PLUMP N SHINE	
Serial Number:	78707466	BE CHIC	
Serial Number:	73659547	PALLADIO	
Serial Number:	75583874	SHINE OFF	
Serial Number:	78882659	SHINE OFF	
Serial Number:	85488311	SILK FX	
CORRESPONDENCE DATA			
Fax Number:	2127358708		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 735-8600		
Email:	msegui@morrisoncohen.com		
Correspondent Name:	Adam Jablon, Esq.		
Address Line 1:	909 Third Avenue, 27th Floor		
Address Line 2:	c/o Morrison Cohen LLP		

CH \$165.00 78737147

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 022861-0001(AJABLON)

NAME OF SUBMITTER: Adam Jablon

Signature: /AJablon/

Date: 04/23/2012

Total Attachments: 10

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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), dated as of April 13, 2012, is made by PJS Holdings LLC (d/b/a Palladio Beauty Group) (f/k/a PB Group LLC), a Delaware limited liability company ("Assignor"), in favor of Palladio Beauty Group, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to those trademarks, service marks, slogans, trade names and the like and all goodwill associated with the foregoing listed in Schedule A attached hereto (collectively, the "Marks"); and

WHEREAS, Assignor has registered and own all right, title and interest in and to the domain name registrations listed in Schedule B attached hereto (collectively, the "Domain Names").

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns to Assignee, its successors and assigns, all of its right, title and interest in and to (a) the Marks, together with the goodwill of the business in connection with which the Marks are used, and all registrations and trademark applications therefor, in the United States, its territories and possessions and throughout the world, as well as renewals and extensions of the registrations that are or may be secured under the laws of the United States, its territories and possessions and throughout the world, and (b) the Domain Names, together with the goodwill of the business in connection with which the Domain Names are used, in the United States, its territories and possessions and throughout the world, as well as renewals and extensions of such Domain Names that are or may be secured under the laws of the United States, its territories and possessions and throughout the world.

Assignor hereby authorizes Assignee and its attorney of record to insert on this Assignment, including any Schedules attached hereto, any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office or any foreign trademark office for recordation of this document, and Assignor hereby authorizes and requests the United States Patent and Trademark Office to issue said Marks in accordance with this instrument.

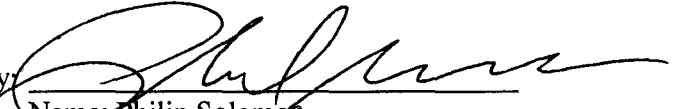
Assignors hereby convey to Assignee the right to make application on its own behalf for protection of the Marks and the Domain Names in the United States and countries foreign to the United States and to claim under international arrangements for any such application the date of any earlier United States application to gain priority with respect to other applications.

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IN WITNESS WHEREOF, Assignor and Assignee have caused this Intellectual Property Assignment to be duly executed as of the date first above written.

ASSIGNOR

PJS HOLDINGS LLC, a Delaware limited liability company

By: 
Name: Philip Solomon
Title: Manager

ASSIGNEE

PALLADIO BEAUTY GROUP, LLC, a Delaware limited liability company

By: Palladio Beauty Group Holdings, Inc., a Delaware corporation, its Sole Member

By: _____
Name: Louis E. Marinaccio
Title: Authorized Signatory

[Signature Page to Intellectual Property Assignment]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Intellectual Property Assignment to be duly executed as of the date first above written.

ASSIGNOR

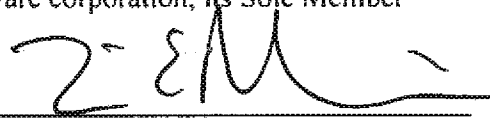
PJS HOLDINGS LLC, a Delaware limited liability company

By: _____
Name: Philip Solomon
Title: Manager

ASSIGNEE

PALLADIO BEAUTY GROUP, LLC, a Delaware limited liability company

By: Palladio Beauty Group Holdings, Inc., a Delaware corporation, its Sole Member

By: 
Name: Louis E. Marinaccio
Title: Authorized Signatory

Schedule A

MARKS

See attached.

Owned Intellectual Property

Trademarks and Servicemarks

Mark	Country	Case Type/Class	Application /File Number	Filing Date	Registration/ Certification Number	Date Registered/ Certificate	Status	Expires
Domestic								
Plump N Shine	US	US Trademark	78/737,147	10/20/2005	3,738,462	01/12/2010	Registered	
BE CHIC	US	US Trademark	78/707,466	09/06/2005	3,326,623	10/30/2007	Registered	
PALLADIO (Word Mark)	US	US Trademark/ 3 International	1987 73659547	08/05/1987	1497342	07/26/1988	Granted	07/26/2018
SHINE OFF	US	US Trademark	75/583,874	11/05/1998	2,663,573	12/17/2002	Registered	
SHINE OFF (Expanded Goods)	US	US Trademark	78/882,659	05/12/2006	3,374,222	01/22/2008	Registered	
SILK FX	US	US Trademark	85488311	12/06/2011	85488311	N/A	Pending	N/A

Mark	Country	Case Type/Class	Application /File Number	Filing Date	Registration/ Certification Number	Date Registered/ Certificate	Status	Expires
Foreign by Country								
BE CHIC (Word Mark)	Arab Emirates	3 International	2006 086094	10/08/2006	83423	08/13/2007	Granted	10/08/2016
PALLADIO (Word Mark)	Argentina	3 International	2009 2909613	03/04/2010	2349588	03/04/2010	Granted	03/04/2020
PALLADIO (Word Mark)	Aruba	3 International	2006 011621	07/15/1996	17972	06/09/2006	Granted	04/18/2016
PALLADIO (Word Mark)	Australia	3 International	2009 1298124	05/08/2009	1298124	05/08/2009	Granted	05/08/2019
PALLADIO (Word Mark)	Bahrain	3 International	2009 078617	10/26/2009	78617	04/11/2011	Granted	10/26/2019
PALLADIO (Word Mark)	Bolivia	3 International	1996 032450	11/06/1996	76591-A	01/22/1999	Granted	01/22/2019
PALLADIO (Word Mark)	Brazil	3 International	2002 824204581	01/02/2002	824204581	04/17/2007	Granted	04/17/2017
PALLADIO (Logo)	Canada	3 International	1998 868331	02/05/1998	520049	11/30/1999	Granted	11/30/2014
PALLADIO (Word Mark)	Canada	3 International	2004 618968	09/11/1988	361687	10/27/1989	Granted	10/27/2019
PALLADIO (Word Mark)	Chile	3 International	2007 760144	01/25/2007	838050	02/03/1997	Granted	02/03/2017
PALADINE	China		2011 04150S		4544176		Presentation (Cancellation)	
PALLADIO (Word Mark)	China	3 International	2011 9890063	08/25/2011			Publication Pending	
PALLADIO COSMETICS (Word Mark)	Columbia	3 International	1993 412251	10/06/1993	157987	04/12/1994	Granted	04/12/2014
PALLADIUM	Columbia		2011 165872	12/01/2011			With Opposition	

Mark	Country	Case Type/Class	Application /File Number	Filing Date	Registration/ Certification Number	Date Registered/ Certificate	Status	Expires
BE CHIC (Word Mark)	Dominican Republic	3 International	2010 177229	08/23/2010	183599	11/02/2010	Granted	11/02/2020
PALLADIO (Word Mark)	European Community	3, 21 International	2004 4142378	11/25/2004	4142378	01/24/2006	Granted	11/25/2014
PALLADIO (Logo)	European Community	3 International	1996 014324	04/01/1996	14324	10/15/1997	Granted	04/01/2016
PALLADIO (Word Mark)	Costa Rica	3 International	1991 074868	10/24/1990	74868	03/13/1991	Granted	03/13/2021
PALLADIO (Word Mark)	Cuba	3 International	2008 000190	04/11/2008	190	08/10/2009	Granted	04/11/2018
PALLADIO (Word Mark)	Ecuador	3 International	1994 050214	09/07/1994	1041	11/30/1995	Granted	11/30/2015
THE ORIGINAL RICE POWDER (Word Mark)	Ecuador	3 International	2004 149608	10/12/2004	1602	04/13/2005	Granted	02/02/2015
THE ORIGINAL RICE POWDER (Word Mark)	Ecuador	44 International	2004 149609	10/12/2004	607	04/18/2005	Granted	02/02/2015
PALLADIO (Logo)	Egypt	3 International	2007 202331	06/10/2007	202331	12/23/2008	Granted	06/09/2017
PALLADIO (Word Mark)	El Salvador	3 International	2007 071671	11/09/2007	138	09/09/2008	Granted	09/09/2018
PALLADIO (Word Mark)	Arab Emirates	3 International	2004 64232	10/11/2004	53700	06/11/2005	Granted	10/11/2014
PALLADIO (Word Mark)	Phillipines	3 International	2006 42006011482	10/19/2006	4-2006-011482	06/25/2007	Granted	06/25/2017
BE CHIC (Word Mark)	Guatemala	3 International	2006 008927	10/23/2006	155380	03/12/2008	Granted	03/11/2018
PALLADIO (Word Mark)	Guatemala	3 International	1994 002773	04/28/1994	79849	06/24/1996	Granted	06/23/2016
PALLADIO (Word Mark)	Haiti	3 International	2007 994-B	10/09/2007	371Reg.156	10/09/2007	Granted	10/09/2017
PALLADIO (Logo)	Hong Kong	3 International	2011 301955683	06/24/2011			Publication	
PALLADIO (Word Mark)	Honduras	3 International	2008 003323	01/29/2008	106834	10/08/2008	Granted	10/08/2018
PALLADIO (Word Mark)	India	3 International	2008 1700927	06/19/2008	1700927	04/07/2010	Granted	06/19/2018
PALLADIO (Word Mark)	Indonesia	3 International	2005 027510	12/09/2005			Denied	
PALLADIO (Word Mark)	Indonesia	3 International	2004 13869	12/09/2005			Granted (Unfounded Opposition)	
PALLADIO (Word Mark)	Iran	3 International	2008 87050389	07/27/2007	167115	07/05/2009	Granted	07/27/2017
BE CHIC (Word Mark)	Jamaica	3 International	2010 056983	11/30/2010			Pending Certificate	
PALLADIO (Word Mark)	Jamaica	3 International	2010 056048	07/15/2010		07/06/2011	Granted	07/15/2020
PALLADIO (Word Mark)	Jordan	3 International	2006 36961	10/05/2006	88187	05/29/2007	Granted	10/05/2016

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Exhibit E

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Mark	Country	Case Type/Class	Application /File Number	Filing Date	Registration/ Certification Number	Date Registered/ Certificate	Status	Expires
PALLADIO (Word Mark)	Kuwait	3 International	72393	09/05/2005	63855	09/07/2015	Granted	09/07/2015
PALLADIO (Logo)	Malaysia	3 International	2004 009691	07/13/2004	04009691	07/13/2004	Granted	07/13/2014
BE CHIC (Word Mark)	Mexico	3 International	2007 839589	03/01/2007	1198917	01/27/2011	Granted	03/01/2017
PALLADIO (Word Mark)	Mexico	3 International	2004 199382	05/19/1994	468904	08/08/2004	Granted	05/19/2014
PALLADIO (Word Mark)	Netherlands Antilles	3 International	VD 600096	03/02/1996	01601	04/12/1996	Granted	04/12/2016
PALLADIO (Word Mark)	Nicaragua	3 International	1996 002346	06/25/1996	33557	03/07/1997	Granted	03/06/2017
PALLADIO (Word Mark)	Norway	3 International	1996 1175	02/21/1996	180312	02/27/1997	Granted	02/27/2017
PALLADIO (Word Mark)	Pakistan	3 International	2009 272834	04/21/2009			Publication Pending	
PALLADIO (Word Mark)	Panama	3 International	ACCE 84284	09/22/2006	84284	11/20/2006	Granted	11/20/2016
PALLADIO	Paraguay		271449	12/23/2010			Granted	09/09/2013
PALLADIO (Word Mark)	Paraguay	3 International	2003 23354	09/11/2003	271449	09/28/2004	Granted	09/09/2013
PALLADIO (Word Mark)	Paraguay	5 International	9505879	01/24/1996	232612	01/24/1996	Granted	02/14/2021
PALLADIO (Word Mark)	Peru	3 International	1994 235815	01/28/1994	10221	09/26/1994	Granted	09/26/2014
BE CHIC (Word Mark)	Puerto Rico	3 International	2006 72541	11/22/2006			Pending Certificate	
PALLADIO (Word Mark)	Puerto Rico	3 International	1996 38701	07/31/1996	38701	07/31/1996	Granted	07/31/2016
PALLADIO (Word Mark)	Qatar	3 International	2008 48672	01/14/2008	48672	08/12/2010	Granted	01/14/2018
PALLADIO (Word Mark)	Republic of Korea	3 International	2007 40200710666	02/26/2007	40-0745153	04/30/2008	Granted	04/30/2018
PALLADIO (Word Mark)	Dominican Republic	3 International	1994 75483	09/30/1994	75483	12/15/1994	Granted	12/15/2014
PALLADIO (Word Mark)	Russia	3 International	2009 709091	04/27/2009	415438	04/27/2009	Granted	04/27/2019
PALLADIO (Word Mark)	Saudi Arabia	3 International	89910	05/30/2004	789/49	05/31/2005	Granted	02/10/2014
BE CHIC (Word Mark)	Saudi Arabia	3 International	2006 109940	10/07/2006	949/91	10/21/2007	Granted	06/18/2016
PALLADIO (Word Mark)	Singapore	3 International	T06/03192A	02/21/2006	T06/03192A	02/21/2006	Granted	02/21/2016
PALLADIO (Word Mark)	Suriname	3 International	2006 020595	11/21/2006	20595	05/16/2008	Granted	11/21/2016
PALLADIO (Word Mark)	Taiwan	3 International	2007 96021649	05/10/2007	1296973	01/16/2008	Granted	01/15/2018
PALLADIO (Word Mark)	Uruguay	3 International	2008 391510	05/06/2008	29185	12/08/2009	Granted	12/08/2019
PALLADIO (Word Mark)	Venezuela	3 International	2002 019365	12/26/2002			Publication	

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Exhibit E

TRADEMARK
REEL: 004762 FRAME: 0706

Mark	Country	Case Type/Class	Application /File Number	Filing Date	Registration/ Certification Number	Date Registered/ Certificate	Status	Expires
PALLADIO (Word Mark)	Vietnam	3 International	2006 4-200620199	11/21/2006	97549	03/13/2008	Granted	11/21/2016
PALLADIO BY ARNET (Logo)	Singapore	3 International	T96 078801	06/12/1996	T96/078801	06/12/1996	Granted	06/12/2016
PALLADIO BY ARNET (Logo)	Thailand	3 International	1997 326596	01/23/1997	KOR79734	05/25/2007	Granted	01/22/2017
PALLADIO BY ARNET (Logo)	Taiwan	3 International	85027567	06/15/1997	764181	06/15/2007	Granted	06/15/2017

Mark	Country	Case Type/Class	Application/ File Number	Filing Date	Registration/ Certification Number	Date Registered/ Certificate	Status	Expires
Foreign – Madrid Protocol and EPO								
SHINE OFF	INTN'L	Madrid Protocol	A0006116	10/13/2006	IR 0905582	10/13/2006	Registered	N/A
SHINE OFF	EPO	Foreign Trademark	IR 0905582	10/13/2006	IR 0905582	10/13/2006	Registered	N/A

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Exhibit E

TRADEMARK
REEL: 004762 FRAME: 0707

Schedule B

DOMAIN NAMES

See attached.

Palladio Beauty Group LLC

Website Addresses and Domain Name Registrations

- 1) shineoff.com
- 2) bechicbeauty.com
- 3) thericepowdercompany.com
- 4) palladiobeauty.com
- 5) palladiocosmetics.com