

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT			
NATURE OF CONVEYANCE:	Corrective Assignment to correct the the name of the conveying and receiving parties previously recorded on Reel 004005 Frame 0534. Assignor(s) hereby confirms the assignment of the entire interest and the goodwill.			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	Product Partners, LLC		05/07/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA				
Name:	Intelligent Beauty, LLC			
Street Address:	2301 Rosecrans Avenue			
Internal Address:	Suite 4100			
City:	El Segundo			
State/Country:	CALIFORNIA			
Postal Code:	90245			
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE			
PROPERTY NUMBERS Total: 3				
	Property Type	Number	Word Mark	
	Registration Number:	3522216	GET YOUR BEAUTY FIX	
	Registration Number:	3509811	FIX BEAUTY	
	Registration Number:	3538407	BEAUTY FIX	
CORRESPONDENCE DATA				
Fax Number:	8582720221			
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	8582720220			
Email:	trademarks@ipla.com			
Correspondent Name:	John M. Kim			
Address Line 1:	4445 Eastgate Mall			
Address Line 2:	Suite 200			
Address Line 4:	San Diego, CALIFORNIA 92121			

OP \$90.00 3522216

NAME OF SUBMITTER:	Joshua J. Richman
Signature:	/Joshua J. Richman/
Date:	04/02/2013
<b>Total Attachments: 3</b> source=assignment-tm-4005-0534#page1.tif source=assignment-tm-4005-0534#page2.tif source=assignment-tm-4005-0534#page3.tif	

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PRODUCT PARTNERS		05/07/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	INTELLIGENT BEAUTY		
<b>Street Address:</b>	2301 Rosecrans Avenue, Suite 4100		
<b>City:</b>	El Segundo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77446218	BEAUTY FIXE	
<b>Registration Number:</b>	3522216	GET YOUR BEAUTY FIX	
<b>Registration Number:</b>	3509811	FIX BEAUTY	
<b>Registration Number:</b>	3538407	BEAUTY FIX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)272-0221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	8582720220		
<b>Email:</b>	trademarks@ipla.com		
<b>Correspondent Name:</b>	John M. Kim		
<b>Address Line 1:</b>	1940 Gamet Avenue, Suite 230		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92109		
<b>ATTORNEY DOCKET NUMBER:</b>	IB: BEAUTY FIX (US)		
<b>NAME OF SUBMITTER:</b>	John M. Kim		

OP \$115.00 77446218

**900136368**

**TRADEMARK**  
 REEL: 004005 FRAME: 0534  
**TRADEMARK**  
 REEL: 004996 FRAME: 0904

Signature:	/John M. Kim/
Date:	06/15/2009
Total Attachments: 1 source=2009-06-02 - TM Assignment#page1.tif	

EXHIBIT C

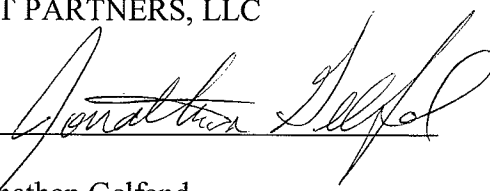
Trademark and Domain Name Assignment

WHEREAS, Product Partners, LLC (“Assignor”), a limited liability company organized and existing under the laws of the State of California owns the BEAUTY FIX, GET YOUR BEAUTY FIX, FIX BEAUTY, BEAUTY FIXE trademarks which are the subject of U.S. Federal Trademark Registration Nos. 3,522,216, 3,509,811, 3,538,407, Federal Trademark Application Serial No. 77/446,218, domain names www.beautyfixe.com, www.beautyfixe.mobi, www.beautyfixe.net, www.beautyfixe.org and www.beautyfixe.tv, along with common-law rights and goodwill in the marks.

WHEREAS, Intelligent Beauty, LLC, a limited liability company organized and existing under the laws of the State of Delaware (“Assignee”) wishes to acquire the aforementioned marks, registrations, application, domain names, common-law rights, and goodwill (collectively the “Intellectual Property”).

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor’s right, title, and interest in and to the Intellectual Property; and the right to sue and collect damages against third parties for all instances of future trademark infringement, unfair competition, trademark dilution, and other violations of the Lanham Act and analogous state laws, concerning the Intellectual Property.

PRODUCT PARTNERS, LLC

Signature: 

Name: Jonathan Gelfand

Position: General Counsel

Date: May 7, 2009