

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
JH Direct LLC		10/23/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Johann B. Verheem		
Street Address:	3315 Lilac Summit		
City:	Encinitas		
State/Country:	CALIFORNIA		
Postal Code:	92024		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3971645	ONE BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	6196967124		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	619-696-6700		
Email:	ipdocket@gordonrees.com		
Correspondent Name:	Susan B. Meyer - Gordon & Rees LLP		
Address Line 1:	101 West Broadway, Suite 1600		
Address Line 4:	San Diego, CALIFORNIA 92101		
ATTORNEY DOCKET NUMBER:	VRHM 1077581		
NAME OF SUBMITTER:	Susan B. Meyer		
Signature:	/Susan B. Meyer/		
Date:	11/22/2013		
Total Attachments: 1 source=ASSIGN6#page1.tif			

CH \$40.00 3971645

ASSIGNMENT

WHEREAS, JH Direct LLC, a United California Limited Liability company (hereinafter "Assignor") having a principal address in 2387 La Mirada Drive, Vista, CA 92081 has adopted, used and is using the following mark which was registered in the U.S. Patent and Trademark Office:

Mark ONE BEAUTY - Registration No. 3,971,645 Issued Dated May 31, 2011

WHEREAS, Johann B. Verheem, a United States citizen, (hereinafter "Assignee") whose personal address is 3315 Lilac Summit, Encinitas, California 92024 is desirous of acquiring said mark and the registration thereof.

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, hereby assigns, transfers and sets over unto Assignee, all right, title and interest in and to said mark, together with the goodwill of the business in connection with which the mark is used.

Signed at San Diego, California, this 23 day of October 2013

By: _____

