

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |                |
|-----------------------|----------------|
| SUBMISSION TYPE:      | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name                          | Formerly | Execution Date | Entity Type                         |
|-------------------------------|----------|----------------|-------------------------------------|
| Beauty Innovations Group, LLC |          | 06/04/2013     | LIMITED LIABILITY COMPANY: DELAWARE |

RECEIVING PARTY DATA

|                 |                                     |
|-----------------|-------------------------------------|
| Name:           | Beauty Innovation Group, LLC        |
| Street Address: | 18940 North Pima Road, Suite 250    |
| City:           | Scottsdale                          |
| State/Country:  | ARIZONA                             |
| Postal Code:    | 85255                               |
| Entity Type:    | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 13

| Property Type  | Number   | Word Mark        |
|----------------|----------|------------------|
| Serial Number: | 85524744 | BOY CRAZY        |
| Serial Number: | 85703751 | BOY GENIUS       |
| Serial Number: | 85703752 | GIRL GENIUS      |
| Serial Number: | 85681121 | STREETLIGHTS     |
| Serial Number: | 85686131 | THIN SKIN        |
| Serial Number: | 85756535 | THINK SKIN       |
| Serial Number: | 85953130 | CALENDAR GIRL    |
| Serial Number: | 85832116 | BETTER THAN EVEN |
| Serial Number: | 85845008 | MAMANISTA        |
| Serial Number: | 85845018 | QUEENISTA        |
| Serial Number: | 85863853 | VAGEEGEE         |
| Serial Number: | 85710138 | BETTER THEN EVEN |
| Serial Number: | 85708947 | MASQUE APEEL     |

OP \$340.00 85524744

**CORRESPONDENCE DATA**

Fax Number: 4806830309

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: (480) 683-0286

Email: denise@markcarlino.com

Correspondent Name: Mark A. Carlino

Address Line 1: 28150 N Alma School Pkwy #103-617

Address Line 4: Scottsdale, ARIZONA 85262

|                         |                    |
|-------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | BIG CHANGE OF NAME |
| NAME OF SUBMITTER:      | Mark A. Carlino    |
| Signature:              | /Mark A. Carlino/  |
| Date:                   | 01/02/2014         |
| Total Attachments: 0    |                    |

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