

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/16/2005		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playtex Products, Inc.		02/08/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lander Intangibles Corporation		
Street Address:	1011 Centre Road, Suite 322		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19805		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2742594	BEAUTY OF CHOICE	
CORRESPONDENCE DATA			
Fax Number:	(609)924-3036		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	609-924-8555		
Email:	tdenys@mathewslaw.com		
Correspondent Name:	Todd A. Denys		
Address Line 1:	29 Thanet Road, Suite 201		
Address Line 4:	Princeton, NEW JERSEY 08540-3674		
ATTORNEY DOCKET NUMBER:	5350-344 US		
NAME OF SUBMITTER:	Todd A. Denys		
Signature:	/todd a. denys/		

CH \$40.00 2742594

Date:

02/08/2007

Total Attachments: 3

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UNITED STATES

NUNC PRO TUNC ASSIGNMENT

THIS ASSIGNMENT is made effective the 16th day of November, 2005 between, PLAYTEX PRODUCTS, INC., a corporation organized and existing under the laws of the State of Delaware, with a principal place of business located at 300 Nyala Farms Road, Westport, Connecticut 06880, United States of America (hereinafter the "ASSIGNOR"), and LANDER INTANGIBLES CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with a with a corporate address of 1011 Centre Road, Suite 322; Wilmington, Delaware 19805, United States of America, (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademark and Trademark Registration therefor listed in Schedule A attached hereto (hereinafter the "Trademark"), and

WHEREAS, ASSIGNOR has agreed to assign the Trademark to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademark and Trademark Registration therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademark and Trademark Registration pertain and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 26th day of February, 2007.

PLAYTEX PRODUCTS, INC.

BY:



Name: William Stammer

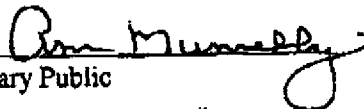
Title: Assistant Secretary and Associate General Counsel

(Corporate seal)

United States of America)
State of Connecticut) ss: Westport
County of Fairfield)

On this ~~8th~~ day of ~~February~~, 2007, before me, personally appeared, William Stammer, to me known, who being by me duly sworn, did depose and say that he is Assistant Secretary and Associate General Counsel of Personal Care Group, Inc., the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

Notarial Seal


Notary Public

Ann Munnely
NOTARY PUBLIC
State of Connecticut
My Commission Expires 6/30/09

UNITED STATES

SCHEDULE A

Trademark

BEAUTY OF CHOICE

Registration No.

2,742,594