

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Ojon Corporation		04/25/2008	CORPORATION: CANADA

**RECEIVING PARTY DATA**

<b>Name:</b>	Ojon Corporation
<b>Street Address:</b>	767 Fifth Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10153
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Registration Number:	3170367	FROM THE PEOPLE OF BEAUTIFUL HAIR
Registration Number:	3164351	OJON
Registration Number:	3212393	OJON
Registration Number:	3219485	OJON
Registration Number:	3219486	OJON "THE PEOPLE OF BEAUTIFUL HAIR"
Registration Number:	3203528	TAWIRA
Serial Number:	78902570	'THE PEOPLE OF BEAUTIFUL HAIR'
Serial Number:	76234052	BATANA
Serial Number:	78909910	RARE HARVESTS
Serial Number:	78909945	TAWAKA
Serial Number:	77029692	TUNU
Serial Number:	77029741	TUNU ELASTIK

**CORRESPONDENCE DATA**

**CH \$315.00 3170367**

Fax Number: (212)277-2355  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 2122772328  
Email: nhartman@estee.com  
Correspondent Name: Lesley A Moradian  
Address Line 1: 767 Fifth Avenue, Estee Lauder Companies  
Address Line 2: Legal/Trademark Dept.  
Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER:	OJ/OJONRECORDAL3 US NH
NAME OF SUBMITTER:	Lesley A Moradian
Signature:	/lesley a moradian/
Date:	05/15/2008

Total Attachments: 4  
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## INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT is made and delivered pursuant to the Intellectual Property Rights Conveyance Agreement dated as of April 25, 2008 (the "Agreement"), by and between Ojon Corporation, a Nova Scotia company ("Assignor") and Ojon Corporation, a Delaware Corporation ("Assignee").

WHEREAS, Ojon Corporation, a Nova Scotia company, having its registered office at 900-1959 Upper Water Street, Halifax, Nova Scotia, Canada B3J 2X2 is the owner of those trademarks and service marks identified on Exhibit 1 attached hereto and incorporated herein, which are registered in the United States Patent and Trademark Office and all registrations therefor ("Registered Domestic Marks").

WHEREAS, Assignor is the owner of those trademarks and service marks identified on Exhibit 2, attached hereto and incorporated herein, for which applications in the United States Patent and Trademark Office are pending, and all applications therefor and registrations that may issue (the "Pending Domestic Marks").

WHEREAS the Registered Domestic Marks and Pending Domestic Marks shall hereinafter collectively be referred to as the "Intellectual Property."

WHEREAS, pursuant to terms of the Agreement, Assignor has agreed to assign and transfer all of the assets of Assignor to Assignee, including the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns all of Assignor's right, title and interest in the United States in and to the Intellectual Property, any application or registration which has been filed or may be issued with respect thereto, and all goodwill symbolized thereby and associated therewith.

In witness whereof, the Assignor has hereunto executed this instrument this 30<sup>th</sup> day of April 2008.

OJON CORPORATION (Nova Scotia)

By Lesley A. Moradian  
Name: Lesley A. Moradian  
Title: Vice President

On this 30<sup>th</sup> day of April 2008, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

Lenard John, Jr.  
Notary Public  
My Commission Expires:

**LENNARD JOHN, JR.**  
Notary Public, State of New York  
No. 01JO4995882 Qual. in Kings Co.  
Certificate Filed in New York County  
Commission Expires June 4, 2010

EXHIBIT 1  
Registered Domestic Marks

FROM THE PEOPLE OF BEAUTIFUL HAIR	Registration No.	3170367
OJON	Registration No.	3164351
OJON	Registration No.	3212393
OJON & Design	Registration No.	3219485
OJON & Design & "THE PEOPLE OF BEAUTIFUL HAIR"	Registration No.	3219486
TAWIRA	Registration No.	3203528

EXHIBIT 2  
Pending Domestic Marks

'THE PEOPLE OF BEAUTIFUL HAIR'	Application No.	78/902570
BATANA	Application No.	76/234052
RARE HARVESTS	Application No.	78/909910
TAWAKA	Application No.	78/909945
TUNU	Application No.	77/029692
TUNU ELASTIK	Application No.	77/029741