

**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>
Sahara Entertainment, LLC		01/01/2006	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sahara Publishing, Inc.		
<b>Street Address:</b>	75 Franklin Street		
<b>Internal Address:</b>	#2		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2899108	HONEY HAIR & BEAUTY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)798-6902		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-326-0431		
<b>Email:</b>	mshine@pryorcashman.com		
<b>Correspondent Name:</b>	Brad D. Rose		
<b>Address Line 1:</b>	410 Park Ave., 10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	14648.00001		
<b>NAME OF SUBMITTER:</b>	Brad D. Rose		
<b>Signature:</b>	/Brad D. Rose/		

CH \$40.00 2899108

Date:

07/07/2008

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK

This Agreement (hereinafter the "Agreement") is made effective as of January 1, 2006 (hereinafter the "Effective Date") by and between Sahara Entertainment, LLC, a limited liability company organized under the laws of the state of New York, with an address of 75 Franklin Street, #2, New York, NY 10013 (hereinafter the "ASSIGNOR") on the one hand, and Sahara Publishing, Inc., a corporation organized under the laws of the state of Delaware, with an address of 75 Franklin Street, #2, New York, NY 10013 (hereinafter collectively referred to as the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the following trademark registration (hereinafter "Registration") for the mark HONEY HAIR & BEAUTY (hereinafter the "Mark") (the Registration and Mark are hereinafter collectively referred to as the "Property");

HONEY HAIR & BEAUTY® in cl. 16, Reg. No. 2,899,108

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the

ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights") and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property or other legal protections pertaining to the Transferred Rights.

SAHARA ENTERTAINMENT, LLC

By:   
Philmore Anderson, IV

SAHARA PUBLISHING, INC.

By:   
Philmore Anderson, IV