

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
Lilli Gordon		12/04/2009	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	First Aid Beauty LLC		
Street Address:	38 Glen Avenue		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02459		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77978297	FIRST AID BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	(617)395-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-395-7000		
Email:	jlwtrademarks@ll-a.com		
Correspondent Name:	John L. Welch		
Address Line 1:	One Main Street		
Address Line 2:	Lando & Anastasi, LLP		
Address Line 4:	Cambridge, MASSACHUSETTS 02142		
ATTORNEY DOCKET NUMBER:	G2024-2007		
NAME OF SUBMITTER:	John L. Welch		
Signature:	/johnlwelch/		
Date:	12/07/2009		

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Total Attachments: 2

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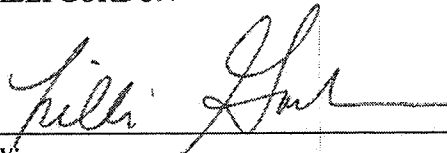
ASSIGNMENT

WHEREAS, Lilli Gordon, a United States citizen residing at 10 Gray Cliff Road, Newton, Massachusetts 02459, is the owner of all right, title, and interest in and to the mark FIRST AID BEAUTY for "skin cleansers, facial washes, face moisturizer, skin moisturizers, skin creams and skin lotions, anti-wrinkle creams, and blemish diminisher," together with the goodwill of the business associated with said mark and together with United States Trademark Application Serial No. 77/978,297 for said mark;

WHEREAS, First Aid Beauty LLC, a Delaware corporation having a place of business at at 38 Glen Avenue, Newton, Massachusetts 02459, is desirous of acquiring said mark for said goods, together with the goodwill of the business associated therewith and together with United States Trademark Application Serial No. 77/978,297 therefor;

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Lilli Gordon does hereby assign to First Aid Beauty LLC, her entire right, title, and interest in and to said mark FIRST AID BEAUTY for said goods, together with the goodwill of the business associated therewith and together with United States Trademark Application Serial No. 77/978,297 therefor.

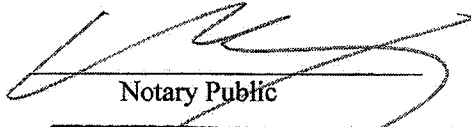
LILLI GORDON



By:
Title:
Date:

12/4/09

Subscribed and sworn to before
me this 4th day of December, 2009


Notary Public

