

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 |
| Philosophy, Inc. | | 01/06/2010 | CORPORATION: ARIZONA |
| RECEIVING PARTY DATA | | | |
| Name: | Designer Skin, LLC | | |
| Street Address: | 6270 Corporate Drive | | |
| City: | Indianapolis | | |
| State/Country: | INDIANA | | |
| Postal Code: | 46278 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: ARIZONA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77461542 | BLACK | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (317)637-7561 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (317) 634-3456 | | |
| Email: | dsneed@uspatent.com | | |
| Correspondent Name: | Charles J. Meyer | | |
| Address Line 1: | 111 Monument Circle, Suite 3700 | | |
| Address Line 4: | Indianapolis, INDIANA 46204 | | |
| ATTORNEY DOCKET NUMBER: | 8405-309 | | |
| NAME OF SUBMITTER: | Charles J. Meyer | | |
| Signature: | /Charles J. Meyer/ | | |
| Date: | 01/08/2010 | | |

OP \$40.00 77461542

Total Attachments: 1

source=Black Assignment from Philosophy to DS#page1.tif

ASSIGNMENT

WHEREAS, philosophy, Inc., an Arizona corporation, having a business address of 3809 East Watkins Street, Phoenix, AZ 85034 (hereinafter "Assignor"), is the owner of certain rights in the trademark BLACK, including United States Trademark Application Serial No. 77/461,542 filed on April 30, 2008, and the corresponding goodwill; and,

WHEREAS, Designer Skin, LLC, having an address of 6270 Corporate Drive, Indianapolis, IN 46278-2900 (hereinafter "Assignee"), desires to acquire said trademark and the applications and registrations thereon;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

Be it known that for and in consideration of the sum of One and No/100 Dollars (\$1.00) and other good and valuable consideration said Assignor, hereby by these presents does contribute, assign and transfer unto Assignee the entire right, title and interest in and to the BLACK trademark, together with any U.S. and foreign trademark rights and the above mentioned application and resulting registration, together with the goodwill of the business symbolized by the BLACK trademark, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the BLACK trademark to Assignee.

Said BLACK trademark and registration are to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns to the full end of the present or extended term of said trademark, as fully and entirely as the same would have been held by Assignor if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 6th day of JANUARY, ~~2009~~ 2010
philosophy, inc.

By: Kenneth T. Stevens
Name: Kenneth T. Stevens
Title: CEO

STATE OF Arizona) SS:
COUNTY OF Maricopa)

Before me, a Notary Public, in and for said County and State, personally appeared the above-named for Assignor, to me personally known, and who executed the foregoing Assignment in my presence and acknowledged the execution thereof as his free and voluntary act and deed for the uses and purposes therein set forth and expressed.

Cheryl S. Bang
Notary Public

My Commission Expires:
9/20/2010

