

FORM PTO-1595
(Rev. 6-93)

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OMB No. 0651-0011 (exp. 4/94)

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To the Assistant Commissioner of Patents: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Ingrid Jackel-Marken

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Physicians Formula Cosmetics, Inc.

Internal Address: 1055 W. Eighth Street, Azusa CA 91702

3. Nature of Conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Additional name(s) and address(es) attached? Yes No

Execution Date: 10/12/2005

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

29/218,337
29/228,864
29/228,865

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Dergosits & Noah LLP

Internal Address: _____

Four Embarcadero Center, Suite 1450

San Francisco, California 94111

Street Address: Four Embarcadero Center

Suite 1450

City: San Francisco State: CA Zip: 94111

6. Total Number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)\$ 120

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

04-0822

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael E. Dergosits
Name of Person Signing

Michael E. Dergosits
Signature

October 18, 2005
Date

Total number of pages including cover sheet, attachments, and document: 4

CH \$120.00 040822 29218337

Attorney Docket No. 721.28 (Cream Blush)

PATENT

ASSIGNMENT

WHEREAS, Ingrid Jackel-Marken, hereinafter referred to as "ASSIGNOR", is the owner of certain new and useful improvements as described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: COMBINATION OF COSMETIC BLOCKS

Date of Execution: 10/12/05 Filing Date: 4/29/2005 Serial No.: 29/228,864
(to be entered when filed and/or serial number assigned)

WHEREAS, Physicians Formula Cosmetics, Inc., hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title and interest in and to said invention and application and in any Letters Patent which may be granted on the same;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable considerations, receipt of which is hereby acknowledged by Assignor, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the said Assignee, and Assignee's successors and assigns, all right, title and interest in and to the said invention, said application for United States Letters Patent, and any Letters Patent which may hereafter be granted on the same in the United States and all countries throughout the world including any divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, prolongations or extensions thereof, said interest to be held and enjoyed by said Assignee as fully and exclusively as it would have been held and enjoyed by said Assignors had this assignment and transfer not been made, to the full end and term of any such Letters Patent.

Assignor further agrees that they will, without charge to said Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have hereunto signed their names to this assignment on the date indicated below.

Date: 10/12/05, 2005

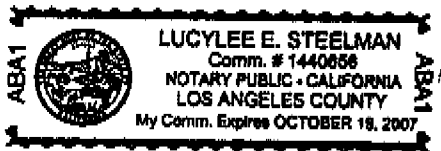
By: *Ingrid Jackel-Marken*

STATE OF California
COUNTY OF Los Angeles) ss.

On this 12 day of October, in the year of 2005, before me, the undersigned notary public, personally appeared the above-named assignor, or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same in his authorized capacity and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Lucy Lee E. Steelman
Notary Public



Attorney Docket No. 721.27 (Starlight)

PATENT

ASSIGNMENT

WHEREAS, Ingrid Jackel-Marken, hereinafter referred to as "ASSIGNOR", is the owner of certain new and useful improvements as described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: COSMETIC BLOCK (Starlight)

Date of Execution: 10/12/05 Filing Date: 4/29/2005 Serial No.: 29/228,865
(to be entered when filed and/or serial number assigned)

WHEREAS, Physicians Formula Cosmetics, Inc., hereinafter referred to as "ASSIGNEE", is desirous of acquiring the entire right, title and interest in and to said invention and application and in any Letters Patent which may be granted on the same:

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that, for One Dollar (\$1.00) and other good and valuable considerations, receipt of which is hereby acknowledged by Assignor, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the said Assignee, and Assignee's successors and assigns, all right, title and interest in and to the said invention, said application for United States Letters Patent, and any Letters Patent which may hereafter be granted on the same in the United States and all countries throughout the world including any divisions, renewals, continuations in whole or in part, substitutions, conversions, reissues, prolongations or extensions thereof, said interest to be held and enjoyed by said Assignee as fully and exclusively as it would have been held and enjoyed by said Assignors had this assignment and transfer not been made, to the full end and term of any such Letters Patent.

Assignor further agrees that they will, without charge to said Assignee, but at Assignee's expense, cooperate with Assignee in the prosecution of said application and/or applications, execute, verify, acknowledge and deliver all such further papers, including applications for Letters Patent and for the reissue thereof, and instruments of assignment and transfer thereof, and will perform such other acts as Assignee lawfully may request, to obtain or maintain Letters Patent for said invention and improvement in any and all countries, and to vest title thereto in said Assignee, or Assignee's successors and assigns.

IN TESTIMONY WHEREOF, Assignors have herunto signed their names to this assignment on the date indicated below.

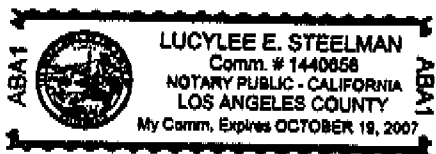
Date: 10/12/05, 2005

By: *Ingrid Jackel-Marken*

STATE OF California
COUNTY OF Los Angeles ss.

On this 12 day of October, in the year of 2005, before me, the undersigned notary public, personally appeared the above-named assignor, or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same in his authorized capacity and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



Lucylee E. Steelman
Notary Public