

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|--------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| GRAHAM WEBB INTERNATIONAL, INC. | | 06/24/2007 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | LAURENT D PRODUCT, INC. | | |
| Doing Business As: | DBA PRIVE PRODUCTS | | |
| Street Address: | 7250 Beverly Boulevard | | |
| City: | Los Angeles | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90036 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2615833 | PRIVE | |
| Registration Number: | 2629222 | PRIVE FORMULE AUX HERBES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (213)630-5728 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 213-891-5011 | | |
| Email: | jhawke@buchalter.com | | |
| Correspondent Name: | Jody Hawke | | |
| Address Line 1: | 1000 Wilshire Boulevard, Suite 1500 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90017-2457 | | |
| ATTORNEY DOCKET NUMBER: | P8070-0001 | | |
| NAME OF SUBMITTER: | Jody Hawke | | |

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Signature:

/Jody Hawke/

Date:

07/02/2007

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, GRAHAM WEBB INTERNATIONAL, INC, a Delaware Corporation, with a place of business at 5823 Newton Drive, Carlsbad, CA 92008 (“Assignor”), is the sole and exclusive owner of all right, title and interest in and to the trademarks PRIVE and PRIVE FORUMLE AUX HERBES for Hair care products, namely, shampoos, conditioners, styling mousse, styling gels, pomades, thickening lotions, smoothing serums, texturizing lotions, and hair spray, including all common law rights thereto and the corresponding U.S. Trademark Registration No.’s 2,615,833 and 2,629,222 respectively (the “Marks”), along with the associated goodwill of the business to which the Marks pertain; and

WHEREAS, LAURENT D PRODUCT, INC. d/b/a PRIVE PRODUCTS, a California corporation, located and doing business at 7250 Beverly Blvd. Los Angeles, CA 90036 (“Assignee”), is desirous of acquiring the Marks together with the goodwill symbolized by the Marks.

NOW, THEREFORE, in exchange for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers unto Assignee all of Assignor’s rights, title and interest in and to the Marks, and any other rights which Assignor may have acquired with respect thereto pursuant to assignment, common law or any other law, together with the goodwill of the business symbolized by the Marks.

This Assignment is executed this 24th day of June, 2007.

GRAHAM WEBB INTERNATIONAL, INC.,
a Delaware corporation

By: _____

Mark C. Reidel

Vice President and General Counsel