

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
25 Market Share, LLP		03/03/2005	LIMITED PARTNERSHIP: ARIZONA
RECEIVING PARTY DATA			
Name:	Designer Skin, LLC		
Street Address:	1325 W. 21st Street		
City:	Tempe		
State/Country:	ARIZONA		
Postal Code:	85082		
Entity Type:	COMPANY: ARIZONA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78417721	TRY ME	
Serial Number:	78413121	TAO	
Serial Number:	78463720	SHEER WISDON	
Serial Number:	78474447	RAY OF LIGHT	
CORRESPONDENCE DATA			
Fax Number:	(212)571-9424		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 571-0068		
Email:	vr@usulaw.com		
Correspondent Name:	Vanessa Riviere		
Address Line 1:	299 Broadway, Suite 1700		
Address Line 4:	New York, NEW YORK 10007		
NAME OF SUBMITTER:	Vanessa Riviere		
Signature:	/vanessa riviere/		

OP \$115.00 78417721

Date:

03/07/2005

Total Attachments: 1

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ASSIGNMENT

WHEREAS **25 Market Share, LLP**, a limited liability partnership existing under the laws of Arizona with an office at 1325 West 21st Street, Tempe, AZ 85282 (hereinafter called the ASSIGNOR) is the owner of and has adopted, used and is using the following trademarks for which applications have been filed in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial Number</u>
TRY ME	78/417,721
TAO	78/413,121
SHEER WISDOM	78/463,720
RAY OF LIGHT	78/474,447

AND WHEREAS, **DESIGNER SKIN, LLC**, a limited liability company organized under the laws of Arizona with an office at 1325 West 21st Street, Tempe, AZ 85282 (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, in consideration of U.S. \$2.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark registrations, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 5 day of ~~February~~ ^{March} 2005.

25 MARKET SHARE, LLP

By _____

Title HP _____