

TRADEMARK ASSIGNMENT

Electronic 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
25 Market Share, LLP		07/12/2005	LIMITED PARTNERSHIP: ARIZONA
RECEIVING PARTY DATA			
Name:	Designer Skin, LLC		
Street Address:	1325 West 21st Street		
City:	Tempe		
State/Country:	ARIZONA		
Postal Code:	85282		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78413113	SHAMELESS	
Serial Number:	78413110	DADDY-O	
Serial Number:	78413104	SMOLDER	
Serial Number:	78413100	DOLCE	
Serial Number:	78413114	CHOC-O-HOLIC	
Serial Number:	78413118	VERITAS	
CORRESPONDENCE DATA			
Fax Number:	(212)571-9424		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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NAME OF SUBMITTER:	Attorney
Signature:	/vanessa riviere/
Date:	07/20/2005
Total Attachments: 1 source=25 Market Share (Assign#2)#page1.tif	

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, currently pending in the United States Patent and trademark Office:

<u>Trademark</u>	<u>Serial No.</u>
SHAMELESS	78/413,113
DADDY-O	78/413,110
SMOLDER	78/413,104
DOLCE	78/413,100
CHOC-O-HOLIC	78/413,114
VERITAS	78/413,118

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 trademark and the applications thereof.

NOW, THEREFORE, in consideration of U.S. \$2 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 said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks, together with that part of the good will 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 12 day of July 2005.

25 Market Share, LLP

By: 

Title: VP