

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |                          |
|-----------------------|--------------------------|
| SUBMISSION TYPE:      | NEW ASSIGNMENT           |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE:       | 01/28/2005               |

**CONVEYING PARTY DATA**

| Name               | Formerly | Execution Date | Entity Type  |
|--------------------|----------|----------------|--------------|
| Color Access, Inc. |          | 01/28/2005     | CORPORATION: |

**RECEIVING PARTY DATA**

|                 |                  |
|-----------------|------------------|
| Name:           | BeautyBank Inc.  |
| Street Address: | 767 Fifth Avenue |
| City:           | New York         |
| State/Country:  | NEW YORK         |
| Postal Code:    | 10153            |
| Entity Type:    | CORPORATION:     |

**PROPERTY NUMBERS Total: 1**

| Property Type  | Number   | Word Mark |
|----------------|----------|-----------|
| Serial Number: | 78547167 | WONDERFUL |

**CORRESPONDENCE DATA**

Fax Number: (212)572-6743  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 2125726778  
 Email: USPTO@ESTEE.COM  
 Correspondent Name: Lesley A. Moradian  
 Address Line 1: 767 Fifth Avenue  
 Address Line 4: New York, NEW YORK 10153

|                         |                    |
|-------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | AB/WONDERFUL       |
| NAME OF SUBMITTER:      | Lesley A. Moradian |
| Signature:              | /lam/              |

CH \$40.00 78547167

Date:

01/30/2006

**Total Attachments: 2**

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ASSIGNMENT

This Assignment, effective *nunc pro tunc* as and from the 28th day of January, 2005 from COLOR ACCESS, Inc., a corporation organized and existing under the laws of the state of Delaware, located at 767 Fifth Avenue, New York, New York 10153, (hereinafter the "ASSIGNOR"), to BeautyBank Inc., a corporation organized and existing under the laws of the state of Delaware, whose address is 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNEE");

WITNESSETH THAT:

WHEREAS, the ASSIGNOR and the ASSIGNEE are related companies,

WHEREAS, the ASSIGNOR was, as of the 28th day of January, 2005, the owner of all right, title and interest in and to Serial No.: 78,547,167 WONDERFUL, for which an application has been filed

WHEREAS, the ASSIGNEE, as successor in interest to ASSIGNOR, acquired all right, title and interest in the Trademarks, together with the goodwill of the business associated with the Trademarks *nunc pro tunc* as of 28th day of January, 2005 for good and valuable consideration, and

WHEREAS, the parties desire to ratify said assignment:

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR by these presents does hereby sell, transfer, convey and assign unto the ASSIGNEE its entire right, title and interest in and to the aforesaid Trademarks without limitation, together with the goodwill of the business appertaining thereto *nunc pro tunc* as of 28th day of January, 2005.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 27th day of January, 2006

Color Access, Inc

By Lesley A. Moradian  
Lesley A. Moradian  
Assistant Secretary

UNITED STATES OF AMERICA )  
STATE OF NEW YORK ) ss.  
COUNTY OF NEW YORK )

On this 27th day of January, 2006, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

Lenard John, Jr.  
Notary Public

LENNARD JOHN, JR.  
Notary Public, State of New York  
No. 01JG4885552 Qual. in Kings Co.  
Certificate File in New York County  
Commission Expires June 4, 2010