

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Finanz St. Honore, B.V.		07/01/2008	CORPORATION: NETHERLANDS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pacific World Corporation		
<b>Street Address:</b>	25800 Commercentre Drive		
<b>City:</b>	Lake Forest		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92630		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2941060	RUNWAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(615)244-6804		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(615) 850-8567		
<b>Email:</b>	mark.plotkin@wallerlaw.com		
<b>Correspondent Name:</b>	Mark J. Plotkin		
<b>Address Line 1:</b>	511 Union Street, Suite 2700		
<b>Address Line 2:</b>	Waller Lansden Dortch & Davis LLP		
<b>Address Line 4:</b>	Nashville, TENNESSEE 37219-8966		
<b>ATTORNEY DOCKET NUMBER:</b>	PWC - RUNWAY		
<b>NAME OF SUBMITTER:</b>	Mark J. Plotkin		
<b>Signature:</b>	/Mark J. Plotkin/		
<b>Date:</b>	07/03/2008		

OP \$40.00 2941060

Total Attachments: 1  
source=DOC001#page1.tif

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of July 1<sup>st</sup>, 2008, by and between **FINANZ ST. HONORE, B.V.**, a corporation formed under the laws of the Netherlands with offices at 720 South Powerline Drive, Deerfield Beach, Florida 33442 ("Assignor"), and **PACIFIC WORLD CORPORATION**, a California corporation with offices at 25800 Commercentre Drive, Lake Forest, California 92630-8803 ("Assignee").

Assignor does hereby sell, assign, transfer and set over to Assignee, all of Assignor's worldwide rights, title and interest in and to the trademark RUNWAY, all common law rights therein, and all applications and registrations therefor in any country or locality worldwide, including without limitation the United States trademark registration identified below:

TRADEMARK	GOODS	UNITED STATES REGISTRATION NO.
RUNWAY	Nail-care products, namely, artificial nail tips, nail-care preparations, fingernail gel activating preparations, nail glues, acrylic preparations, artificial nail tips with custom fashion designs, artificial nail tips decorated with crystals, artificial fingernails, adhesives for use with nail-care treatments, artificial nail-removal preparations, nail enamels, cuticle and nail preparations (Class 3)	2,941,060

This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute only one instrument.

**ASSIGNOR:**

FINANZ ST. HONORE, B.V.

By: 

Name: Gina Zambarelli Zambarelli

Title: Managing Director

**ASSIGNEE:**

PACIFIC WORLD CORPORATION

By: 

Name: R.J. Kimmel

Title: Executive Vice President