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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

2.4-10

1. Name of conveying party(ies):

UNION BANK

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Physicians Formula Cosmetics, Inc.

Internal Address: _____

Street Address: 1055 West 8th Street

City: Azus

State: California

Country: USA Zip: 91702

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Delaware
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) November 6, 2009

- Assignment
- Security Agreement
- Other Release of Trademark Security
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

FEB - 4 2010

B. Trademark Registration No.(s)

3083611; 78401065; 3263481; 78401082; 3033073; 3074502; 78401109. 3115027

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Morgan, Lewis & Bockius LLP-

Internal Address: Kathryn Romano, Paralegal

Street Address: 300 S. Grand Avenue, 22nd Floor

City: Los Angeles

State: California Zip: 90071-3132

Phone Number: 213.612.7302

Fax Number: 213.612.2501

Email Address: kromano@morganlewis.com

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 215.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 00000042 3083611

Authorized 02/04/2010 ATAMA 01 FC:8521

40.00 OP
175.00 OP

9. Signature:

Kathryn Romano
Signature

February 1, 2010

Date

Kathryn Romano

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

RELEASE OF
TRADEMARK SECURITY INTEREST

THIS RELEASE OF TRADEMARK SECURITY AGREEMENT (this "Release") is made and entered into as of November 6, 2009 by UNION BANK, N.A. (formerly known as Union Bank of California, N.A.), as Administrative Agent for the Lenders ("UB"), in favor of PHYSICIANS FORMULA COSMETICS, INC., a Delaware corporation ("Obligor").

UB hereby terminates, cancels and releases its security interest granted pursuant to the Guarantor Security Agreement dated November 3, 2003 between UB and Obligor whether or not recorded with the United States Patent and Trademark Office on December 3, 2004 at reel and frame number 003088/0747 with respect to all trademarks and trademark applications of Obligor including but not limited to those described more fully in Schedule A attached hereto.

IN WITNESS WHEREOF, the undersigned has caused this Release of Trademark Security Interest to be executed by its duly authorized officer as of the date first set forth above.

UNION BANK, N.A.

By: T. Kevin Powell
Name: T. KEVIN POWELLS
Title: VICE PRESIDENT

SCHEDULE A

TRADEMARKS

Legal Ownership	Mark	Application / Registration Number	Date of Filing / Date of Registration	Territory
Physicians Formula Cosmetics, Inc.	Durascreen	1695175	6/16/1992	USPTO
Physicians Formula Cosmetics, Inc.	The Once-A-Day, All Day Sunscreen	2021117	12/3/1996	USPTO
Physicians Formula Cosmetics, Inc.	Exerc'Eyes	3064200	2/28/2006	USPTO
Physicians Formula Cosmetics, Inc.	Magic Mosaic	3098670	5/30/2006	USPTO
Physicians Formula Cosmetics, Inc.	Mineral Wear	3104495	6/13/2006	USPTO
Physicians Formula Cosmetics, Inc.	Revined	3074104	3/28/2006	USPTO
Physicians Formula Cosmetics, Inc.	Crystal Ball	3083611	4/18/2006	USPTO
Physicians Formula Cosmetics, Inc.	Baked Foundation	78401065	4/13/2004	USPTO
Physicians Formula Cosmetics, Inc.	Baked Blush	3263481	7/10/2007	USPTO
Physicians Formula Cosmetics, Inc.	Skin-In-A-Tube	78401082	4/13/2004	USPTO
Physicians Formula Cosmetics, Inc.	Instant Makeover Tool	3033073	12/20/2005	USPTO
Physicians Formula Cosmetics, Inc.	Plump Palette	3074502	3/28/2006	USPTO
Physicians Formula Cosmetics, Inc.	First Aid	78401109	4/13/2004	USPTO
Physicians Formula Cosmetics, Inc.	Hide Out	3115027	7/11/2006	USPTO
Physicians Formula Cosmetics, Inc.	Aqua Cover	2599366	7/23/2002	USPTO
Physicians Formula Cosmetics, Inc.	Aquacheeks	2613511	8/27/2002	USPTO
Physicians Formula Cosmetics, Inc.	Baked Bronzer	2801528	12/30/2003	USPTO
Physicians Formula Cosmetics, Inc.	Battle Bronzer	2650663	11/12/2002	USPTO
Physicians Formula Cosmetics, Inc.	Beauty Spiral	2352779	5/23/2000	USPTO

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TRADEMARK

REEL: 004144 FRAME: 0670

Legal Ownership	Mark	Application / Registration Number	Date of Filing / Date of Registration	Territory
Physicians Formula Cosmetics, Inc.	Beauty Spiral	2547162	3/12/2002	USPTO
Physicians Formula Cosmetics, Inc.	Berry-Go-Round	2580400	6/11/2002	USPTO
Physicians Formula Cosmetics, Inc.	Beyond Moisture	1970596	4/23/1996	USPTO
Physicians Formula Cosmetics, Inc.	Blush Palette	2598217	7/23/2002	USPTO
Physicians Formula Cosmetics, Inc.	Bright Collection	2841745	5/11/2004	USPTO
Physicians Formula Cosmetics, Inc.	Brow Corrector	2384341	9/5/2000	USPTO
Physicians Formula Cosmetics, Inc.	Char-Kohl	2803685	1/6/2004	USPTO
Physicians Formula Cosmetics, Inc.	Cinnamon Roll	2599557	7/23/2002	USPTO
Physicians Formula Cosmetics, Inc.	Clear Water	2619015	9/10/2002	USPTO
Physicians Formula Cosmetics, Inc.	Concealer 101	2852080	6/8/2004	USPTO
Physicians Formula Cosmetics, Inc.	Concealer Twins	2398555	10/24/2000	USPTO
Physicians Formula Cosmetics, Inc.	Correct & Cover	2384357	9/5/2000	USPTO
Physicians Formula Cosmetics, Inc.	Creme de Velours	2356270	6/6/2000	USPTO
Physicians Formula Cosmetics, Inc.	Drops of Bronze	2413065	11/12/2000	USPTO
Physicians Formula Cosmetics, Inc.	Dust of Bronze	2422061	1/16/2001	USPTO
Physicians Formula Cosmetics, Inc.	Dust of Crystal	2659956	12/10/2002	USPTO
Physicians Formula Cosmetics, Inc.	Dust of Gold	2464337	6/26/2001	USPTO
Physicians Formula Cosmetics, Inc.	Eyebrightener	2441239	4/3/2001	USPTO
Physicians Formula Cosmetics, Inc.	Eyebrightener	2288310	10/19/1999	USPTO
Physicians Formula Cosmetics, Inc.	Eyeliner Palette	2670728	1/7/2003	USPTO
Physicians Formula Cosmetics, Inc.	Eye-Tech	2735561	7/8/2003	USPTO

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TRADEMARK
REEL: 004144 FRAME: 0671

Legal Ownership	Mark	Application / Registration Number	Date of Filing / Date of Registration	Territory
Physicians Formula Cosmetics, Inc.	Face Lace	2852079	6/8/2004	USPTO
Physicians Formula Cosmetics, Inc.	Fineline	2277124	9/14/1999	USPTO
Physicians Formula Cosmetics, Inc.	Gentle Wear	1495593	7/12/1988	USPTO
Physicians Formula Cosmetics, Inc.	Gentle Cover	2230761	3/9/1999	USPTO
Physicians Formula Cosmetics, Inc.	Geometric Colors	2520864	12/18/2001	USPTO
Physicians Formula Cosmetics, Inc.	Globe-Trotter	2596066	7/16/2002	USPTO
Physicians Formula Cosmetics, Inc.	Heart of Gold	2649396	11/12/2002	USPTO
Physicians Formula Cosmetics, Inc.	Heart of Gold	2586654	6/25/2002	USPTO
Physicians Formula Cosmetics, Inc.	Heartbreaker	2670304	12/31/2002	USPTO
Physicians Formula Cosmetics, Inc.	Jungle Fever	2709526	4/22/2003	USPTO
Physicians Formula Cosmetics, Inc.	Lash-In-A-Tube	2770397	9/30/2003	USPTO
Physicians Formula Cosmetics, Inc.	Le Velvet	1949213	1/16/1996	USPTO
Physicians Formula Cosmetics, Inc.	Le Velvet Film	1122628	7/24/1979	USPTO
Physicians Formula Cosmetics, Inc.	Lieutenant Lash	2644431	10/29/2002	USPTO
Physicians Formula Cosmetics, Inc.	Lip Color Corrector	2407434	11/21/2000	USPTO
Physicians Formula Cosmetics, Inc.	Lip Spectrum	2356269	6/6/2000	USPTO
Physicians Formula Cosmetics, Inc.	Loose-To-Go	2818418	2/24/2004	USPTO
Physicians Formula Cosmetics, Inc.	Magic Cube	2846865	5/25/2004	USPTO
Physicians Formula Cosmetics, Inc.	Mini Dose	2459896	6/12/2001	USPTO
Physicians Formula Cosmetics, Inc.	Month 2 Month	2408984	11/28/2000	USPTO
Physicians Formula Cosmetics, Inc.	Mood Swirls	2602854	7/30/2002	USPTO

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TRADEMARK

REEL: 004144 FRAME: 0672

Legal Ownership	Mark	Application / Registration Number	Date of Filing / Date of Registration	Territory
Physicians Formula Cosmetics, Inc.	Moonglow	2633330	10/8/2002	USPTO
Physicians Formula Cosmetics, Inc.	Only From Physicians Formula!	2691072	2/25/2003	USPTO
Physicians Formula Cosmetics, Inc.	Physicians Formula Cosmetics, Inc.	2874954	8/17/2004	USPTO
Physicians Formula Cosmetics, Inc.	P Physicians Formula Intensive Therapy M	1735589	11/24/1992	USPTO
Physicians Formula Cosmetics, Inc.	P Physicians Formula Intensive Therapy M	1759042	3/16/1993	USPTO
Physicians Formula Cosmetics, Inc.	Peach-To-Glow	2228941	3/2/1999	USPTO
Physicians Formula Cosmetics, Inc.	Pearls of Perfection	2460119	6/12/2001	USPTO
Physicians Formula Cosmetics, Inc.	Pearls of Perfection	2650551	11/12/2002	USPTO
Physicians Formula Cosmetics, Inc.	Physicians Formula	1187307	1/26/1982	USPTO
Physicians Formula Cosmetics, Inc.	Planet Blush	2596062	7/16/2002	USPTO
Physicians Formula Cosmetics, Inc.	Planet Eyes	2489120	9/11/2001	USPTO
Physicians Formula Cosmetics, Inc.	Plentifull	2003717	9/24/1996	USPTO
Physicians Formula Cosmetics, Inc.	Powder Palette	2400377	10/31/2000	USPTO
Physicians Formula Cosmetics, Inc.	Retro Glow	2664520	12/17/2002	USPTO
Physicians Formula Cosmetics, Inc.	Seducer	2622305	9/17/2002	USPTO
Physicians Formula Cosmetics, Inc.	Self-Defense	2475987	8/7/2001	USPTO
Physicians Formula Cosmetics, Inc.	Sensitive Skin ? Be Sensible !	2583857	6/18/2002	USPTO
Physicians Formula Cosmetics, Inc.	Seargeant Shadow	2644432	10/29/2002	USPTO
Physicians Formula Cosmetics, Inc.	Shine Away	2030318	1/14/1997	USPTO
Physicians Formula Cosmetics, Inc.	Silver Moon	2626623	9/24/2002	USPTO

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TRADEMARK

REEL: 004144 FRAME: 0673

Legal Ownership	Mark	Application / Registration Number	Date of Filing / Date of Registration	Territory
Physicians Formula Cosmetics, Inc.	Skinsitive	2673075	1/7/2003	USPTO
Physicians Formula Cosmetics, Inc.	Sport Team	2288234	10/19/1999	USPTO
Physicians Formula Cosmetics, Inc.	Star Perfection	2852078	6/8/2004	USPTO
Physicians Formula Cosmetics, Inc.	Summer Eclipse	2721774	6/3/2003	USPTO
Physicians Formula Cosmetics, Inc.	Summer Shimmer	2493092	9/25/2001	USPTO
Physicians Formula Cosmetics, Inc.	Sun Shield	1257282	11/15/1983	USPTO
Physicians Formula Cosmetics, Inc.	Sun-In-A-Brush	2650683	11/12/2002	USPTO
Physicians Formula Cosmetics, Inc.	To Any Lengths	2070859	6/10/1997	USPTO
Physicians Formula Cosmetics, Inc.	Total Perfection	2371937	8/1/2000	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Eyes	2526119	1/1/2002	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Face Powder	2805872	1/13/2004	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Foundation	2640888	10/22/2002	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Glove	2598226	7/23/2002	USPTO
Physicians Formula Cosmetics, Inc.	Vital Lash	2719467	5/27/2003	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Lips	2741925	7/29/2003	USPTO
Physicians Formula Cosmetics, Inc.	Wanderful Wand	2833112	4/13/2004	USPTO
Physicians Formula Cosmetics, Inc.	Winter Eclipse	2550786	3/19/2002	USPTO
Physicians Formula Cosmetics, Inc.	Your Eyes Won't Believe Your Face	2830906	4/6/2004	USPTO
Physicians Formula Cosmetics, Inc.	Aqua Stick	78/037523	12/1/2000	USPTO
Physicians Formula Cosmetics, Inc.	Baked Collection	2953835	5/17/2005	USPTO
Physicians Formula Cosmetics, Inc.	Drops Of Crystal	2942286	4/19/2005	USPTO

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TRADEMARK

REEL: 004144 FRAME: 0674

Legal Ownership	Mark	Application / Registration Number	Date of Filing / Date of Registration	Territory
Physicians Formula Cosmetics, Inc.	Physicians Formula	3204345	1/30/2007	USPTO
Physicians Formula Cosmetics, Inc.	Planet Foundation	78/225194	3/13/2003	USPTO
Physicians Formula Cosmetics, Inc.	P	2973126	7/19/2005	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Blush	78/168303	9/26/2002	USPTO
Physicians Formula Cosmetics, Inc.	Virtual Concealer	78/168309	9/26/2002	USPTO

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RECORDED: 02/04/2010

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