

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Romane Fragrances, LLC		09/10/2012	LIMITED LIABILITY COMPANY: ILLINOIS

RECEIVING PARTY DATA

Name:	Tru Fragrance & Beauty LLC
Street Address:	7725 South Quincy Street
City:	Willowbrook
State/Country:	ILLINOIS
Postal Code:	60527
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Serial Number:	85632822	EAU MY
Serial Number:	85180073	COWGIRL CHIC
Serial Number:	85702721	CHEYENNE
Serial Number:	85625924	SOUTHERN SOUL
Serial Number:	85625394	TUILERIES
Serial Number:	85414367	HIPNOTES
Serial Number:	85228912	RODEO ROSE
Serial Number:	85570541	INVINCIBLE
Serial Number:	85544901	TRU BLOOMS
Serial Number:	85543383	PINK CAMO
Serial Number:	85521797	GYPSY KISS
Serial Number:	85513218	UNDENIABLE
Serial Number:	85510644	CONTRABAND
Serial Number:	77832043	ROCKIN' RODEO

OP \$1065.00 85632822

TRADEMARK

Registration Number:	4158660	UNDISPUTED
Registration Number:	4132598	VIDA
Registration Number:	4129759	SKY HIGH HEELS
Registration Number:	4023747	EVER LUXE
Registration Number:	4023746	EVER CLASSIC
Registration Number:	3242519	RED CANYON
Registration Number:	3242462	WILDERNESS
Registration Number:	3359836	ROMANE
Registration Number:	3258594	STUD
Registration Number:	3258590	ROYAL BLUE
Registration Number:	3283108	STEEL SPUR
Registration Number:	3335238	DAKOTA
Registration Number:	3329487	COWGIRL CHIC
Registration Number:	3374390	REBELICIOUS
Registration Number:	3339706	ULTIMO
Registration Number:	3206324	D'ORIN
Registration Number:	3244511	BENCHMARK
Registration Number:	3203841	VAQUERO
Registration Number:	4074570	HOT ROLLERS
Registration Number:	3811992	ROCKIN' RODEO
Registration Number:	3710496	ULTIMO
Registration Number:	3693851	DILLON
Registration Number:	3944520	INVINCIBLE
Registration Number:	3517425	COVERT
Registration Number:	3583983	HELIUS
Registration Number:	3592027	TRILLION
Registration Number:	0914253	S-E-X SEXUS ET XENIA
Serial Number:	85388856	TRU FRAGRANCE BEAUTY

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: tmdocket@gbclaw.net

Correspondent Name: Tom Fitzsimons

Address Line 1: 300 South Wacker Drive

Address Line 2: Suite 2500

TRADEMARK
REEL: 004950 FRAME: 0122

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	73521
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NAME OF SUBMITTER:	tom r. fitzsimons
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Signature:	/tom r. fitzsimons/
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Date:	01/28/2013
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Total Attachments: 1 source=OperAgmntNameChangeAmendNov12#page 1.tif	
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**CERTIFICATE OF AMENDMENT TO THE
FOURTH AMENDED AND RESTATED OPERATING AGREEMENT
OF ROMANE FRAGRANCES, LLC
n/k/a TRU FRAGRANCE & BEAUTY LLC**

THIS CERTIFICATE is made and entered into as of the 10th day of September, 2012 by the undersigned, as Manager of ROMANE FRAGRANCES, LLC, an Illinois limited liability company, n/k/a TRU FRAGRANCE & BEAUTY LLC (herein "Company").

RECITALS

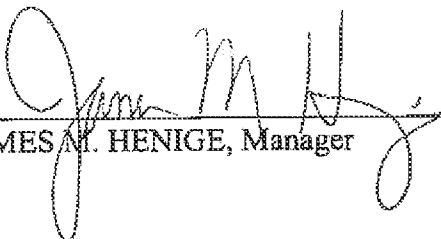
A. On December 21, 2011, the Company adopted the trade name "Tru Fragrance & Beauty" as an assumed name for the Company in accordance with the terms and provisions of section 1-20 of the Illinois Limited Liability Company Act and section 2.3 of the Fourth Amended and Restated Operating Agreement of the Company.

B. Pursuant to the provisions of section 2.2 of the Fourth Amended and Restated Operating Agreement of the Company, the undersigned, as Manager of the Company, has the power, from time to time, to change the name of the Company.

C. By Articles of Amendment dated September 10, 2012, filed in the office of the Secretary of State of the State of Illinois, the undersigned, as Manager, has amended the Articles of Organization of the Company to change the name of the Company from "Romane Fragrances, LLC" to "Tru Fragrance & Beauty LLC".

D. Pursuant to section 13.1(a) of the Fourth Amended and Restated Operating Agreement, the undersigned, as Manager of the Company, further has the power to amend the Fourth Amended and Restated Operating Agreement of the Company to reflect the new name of the Company.

NOW, THEREFORE, the undersigned, as Manager of the Company, does hereby amend the Fourth Amended and Restated Operating Agreement of the Company by deleting the name "ROMANE FRAGRANCES, LLC" in each place on every page where it appears and by substituting the name "TRU FRAGRANCE & BEAUTY LLC" in its place and stead.



JAMES M. HENIGE, Manager