

05-14-1998



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100710358

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 2. Name and address of receiving party(ies):

LARRY'S BEAUTY CO.

Name: BEAUTY CO., INC.

Internal Address:

Street Address: 2600 S. Meridian

City: Oklahoma City

State: Oklahoma ZIP: 73100

- ☐ Individuals ☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation - Oklahoma  
☐ Other

Additional name(s) of conveying party(ies) attached? ☐ yes ☐ no

- ☐ Individual citizenship

- ☐ Association

- ☐ General Partnership

- ☐ Limited Partnership

- ☒ Corporation - Delaware

- ☐ Other

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement  
☐ Change of Name  
☐ Other

If assignee is not domiciled in the U.S., a domestic representative designation is attached:

- ☐ yes ☐ no

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? ☐ yes ☐ no

Execution Date: April 2, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No(s).  
 75/179,599

B. Trademark Registration No(s).  
 1,685,709 1,895,522  
 1,899,510

Additional numbers attached? ☐ yes ☒ no

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

Name: Sue Corbett

Internal Address:

Dunlap & Codding, P.C.

Street Address:

9400 N. Broadway, Suite 420

City: Oklahoma City

State: OK ZIP: 73114

6. Total no. of applications and registrations involved [ 4 ]

7. Total fee (37 CFR 3.41)  
 \$ 115.00

- ☐ Enclosed

- ☒ Authorized to be charged to deposit account.

8. Deposit account number: 04-1700  
 (Attach duplicate of this page if paying by deposit account)

05/12/1998 TTOM11 00000117 041700 1685709

01 FC:481  
 02 FC:482

40.00 CH  
 75.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Sue Corbett

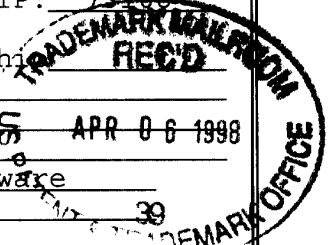
Name of person signing

Signature

Date

Total number of pages comprising cover sheet, attachments, and document: [ 3 ]

TRADEMARK  
 FILE 1724 FRAME: 0585



TRADEMARK

A S S I G N M E N T

Confirming the agreement made on or about January 1, 1998, between LARRY'S BEAUTY CO., an Oklahoma corporation having a principal place of business at 2600 South Meridian, Oklahoma City, Oklahoma 73108 ("ASSIGNOR"), who had, through the above-referenced ate, adopted and had used the following trademarks and/or service marks ("MARKS"), which MARKS are registered and said application is pending in the United States Patent and Trademark Office as follows:

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
BEAUTYCO	1,685,709	May 5, 1992
SALON PRODUCTIONS	1,895,522	May 23, 1995
JOHN DUSTIN	1,899,510	June 13, 1995

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
GENERIX	75/179,599	October 10, 1996

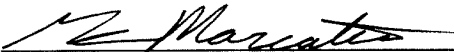
and BEAUTY CO., INC., a Delaware corporation having a place of business at 2600 South Meridian, Oklahoma City, Oklahoma 73108 ("ASSIGNEE");

WHEREAS ASSIGNOR, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration received on or about the above-referenced date, the receipt of which is hereby acknowledged, re-confirms the assignment to ASSIGNEE of all of its right, title and interest in and to the MARKS, said registrations and said application thereof, together with the goodwill of the business symbolized by said MARKS, said registrations and said application, and include (but not by way of limitation) the right to sue and collect and keep damages for past infringements thereof.

This Agreement is effective as of January 1, 1998.

Signed this 2 day of April, 1998.

LARRY'S BEAUTY CO.

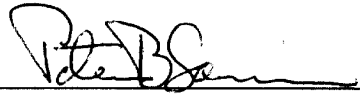
By:   
Glen Marcatos, Vice President  
Chief Financial Officer

**ACKNOWLEDGEMENT**

STATE OF OKLAHOMA)  
 ) ss.  
COUNTY OF OKLAHOMA)

The foregoing instrument was acknowledged before me, a Notary Public, on the 2nd day of April, 1998, by Glen Marcatos, Vice President/Chief Financial Officer of LARRY'S BEAUTY CO.

7-20-2000  
My Commission Expires

  
\_\_\_\_\_  
Notary Public