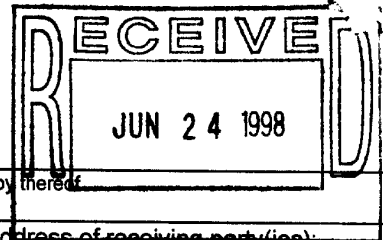


06-29-1998



SHEET



To the Hon. Commissioner of Patents and T.

100749075

Documents or copy thereof

MRD 6-23-98

1. Name of conveying party(ies):
PRO FINISH U.S.A., LTD.

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

Name: STYLING TECHNOLOGY CORPORATION
Internal Address:

- Individual Association
- General Partnership Limited Partnership
- Corporation of Arizona
- Other

Street Address:
2390 EAST CAMELBACK ROAD, Suite 435

City: PHOENIX State: ARIZONA
Zip: 85016

Additional name(s) of conveying party(ies) attached?
 Yes No

- Individual(s) citizenship
- Association
- General Partnership - State ()
- Limited Partnership - State ()
- Corporation of Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be separate from Assignment)
Additional name(s) & address(es) attached: Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date MAY 22, 1998

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

A. Trademark Application No.(s)

75/184,053
75/222,925
73/322,147

B. Trademark Registration No.(s)

1,924,986
1,895,801
1,862,199

Additional numbers attached? Yes No

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

Name: Susan Stone Rosenfield, Esq.
Address: O'CONNOR CAVANAGH
One East Camelback Road
Suite 1100
Phoenix, Arizona 85012-1656
Telephone: (602) 263-2654

6. Total number of applications and registrations involved: 12

7. Total Fee (37 CFR 3.41)
\$ 315.00

- Enclosed
- Charge deficiency or credit overpayment to Deposit Account

8. Deposit Account No. 15-0184
Per Assignment Division directive a duplicate of this page is not attached

06/26/1998 MHEUYEN 00000025 75184053

01 FC:481
02 FC:482

40.00 OP
275.00 OP

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.

Susan Stone Rosenfield
Name of Person Signing

Susan Stone Rosenfield 6-23-98
Signature Date
Total number of pages submitted: 2

RECORDATION FORM COVER SHEET

A.	Trademark Application No.(s)	B.	Trademark Registration No.(s)
			1,827,979
			2,078,294
			1,373,286
			1,266,725
			1,099,163
			1,748,041

ASSIGNMENT OF TRADEMARKS

WHEREAS, PRO FINISH U.S.A., LTD., INC., a corporation of the state of Arizona, having an address at 7860 E. McClain Drive #2, Scottsdale, Arizona 85260 ("Assignor"), is the owner of the TRADE and/or SERVICE MARKS, TRADEMARK APPLICATIONS and TRADEMARK REGISTRATIONS ("Trademarks") listed in the Appendices of this document;

AND WHEREAS, STYLING TECHNOLOGY CORPORATION, a corporation of the state of Delaware, having an address at 2390 East Camelback Road, Suite 435, Phoenix, Arizona 85016 ("Assignee"), is desirous of acquiring the above-referenced Trademarks, together with the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest of Assignor in and to the above-referenced Trademarks, in the United States and throughout the world, and to any other trade and/or service marks not specifically enumerated herein which are owned and/or used by Assignor, and all of the goodwill of the business connected with and symbolized by said Trademarks, and by any other trade and/or service marks not specifically enumerated herein, which are owned and/or used by Assignor, including, but not limited to, the right to use the Trademarks and other trade and/or service marks and to file for registration thereof in all countries throughout the world and the right to recover damages for past infringement, if any;

ASSIGNOR AND ASSIGNEE hereby represent, as required by 15 U.S.C. § 1060, with respect to each of the applications listed in the Appendices to this Assignment filed under Section 1(b) of the Lanham Act, 15 U.S.C. § 1051 (b), that Assignee is the successor to the business of Assignor, or the portion thereof to which each mark pertains, if that business is ongoing and existing;

ASSIGNOR further agrees to perform any acts, including but not limited to the execution of documents, necessary to perfect ASSIGNEE's interest in the Trademarks and in any other trade and/or service marks;

ASSIGNOR further agrees to identify and communicate to Assignee, at Assignee's request such documents and information concerning the Trademarks, and concerning any other trade and/or service marks not specifically enumerated herein which are owned and/or used by Assignor, that are within the possession and control of Assignor, and to provide further assurances and testimony on behalf of Assignee that may lawfully be required of Assignee in respect to maintaining the rights in the Trademarks, all without further consideration;

IN WITNESS WHEREOF, this Assignment has been executed below:

Assignor: PRO FINISH U.S.A., LTD., INC.

This 22 day of May, 1998,



Name:

Title: President

Assignee: STYLING TECHNOLOGY CORPORATION

This 22nd day of May, 1998,



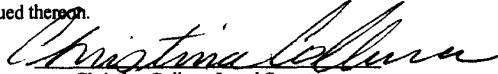
Name:

Title: CEO

CERTIFICATE OF EXPRESS MAILING UNDER 37 C.F.R. 1.10

I hereby certify that this document (and any as referred to as being attached or enclosed) is being deposited with the United States Postal Service as "Express Mail Post Office to Addressee" service, mailing label No. EM43646134US on June 23, 1998, and addressed to the Commissioner of Patents Trademarks, Washington D.C. 20231.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any trademark registration issued thereon.


Christina Collura, Legal Secretary

APPENDIX A

<u>Mark:</u>	<u>U.S. Registration No.:</u>
AIR DRY	1,924,986
COSMIC	1,895,801
EMBRACE	1,862,199
INFINITI	1,827,979
KRISTY WELLS	2,078,294
KRISTY WELLS	1,373,286
KRISTY WELLS	1,266,725
KRISTY WELLS	1,099,163
PRO FINISH	1,748,041

APPENDIX B

Mark:

U.S. Application No.:

KIZMIT
POCKET POLISH
ULTRA

75/184,053
75/222,925
73/322,147

APPENDIX C

ACRYLIC COAT
ADHERE
AIR FINISH
BOOSTER
DEPARTURE
DISPOSA FILE
DRY WITH HEAT
EASY ON EASY OFF GEL
ENCOMPASS
EXTREME
FINI
GELMATIC
GUARDIANGEL
HEATCOAT
KIZMAX
KIZMIT
LAMP DRY
MAGIC
NATURAL DRY
NEVER CLOG
NO CLOG
NO OIL CUTICLE TREATMENT
PERFECTLY FRENCH
POCKET POLISH
PRIMEX
PRO LIGHT
RAPID SHIELD
RX 1, 2, 3
SLIMLIGHT
STARTER LIGHT
STAY FLEX GEL
SUPER BUFF
SUPER SHINER
THIN GEL SHIELD
ULTRA SET
UV GOLD
UV PLATINUM
X-FILE

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