

MEP 7-23-98

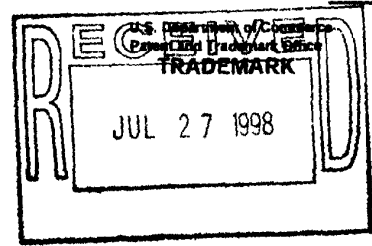
FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

07-30-1998



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY



TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  
Effective Date  
Month Day Year  
1 24 97
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name HAIRCOLORIST USA composed of JESSE BRIGGS & LELAND HIRCHS

1 24 97

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other Partnership & individually
- Citizenship/State of Incorporation/Organization U.S. Citizens

Receiving Party

Mark if additional names of receiving parties attached

Name HAIRCOLOR U.S.A., INC.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1007 EAST LAS OLAS BLVD.

Address (line 2) \_\_\_\_\_

Address (line 3) FORT LAUDERDALE

FLORIDA

33301

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization FLORIDA CORPORATION

7/1998 DC/ATEX 00000013 1610020

FOR OFFICE USE ONLY

C:481

40.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 1761 FRAME: 0369

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text" value="1,618,020"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

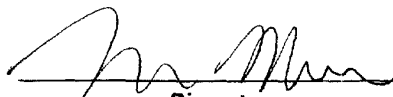
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

MARTHA M MARKUSEN



7/23/98

Name of Person Signing

Signature

Date Signed

**TRADEMARK ASSIGNMENT**

**WHEREAS, JESSE L. BRIGGS and LELAND HIRSCH** are partners in a partnership designated as **HAIRCOLORISTS USA**; and

**WHEREAS, JESSE L. BRIGGS and LELAND HIRSCH** are the sole and exclusive owners of all right, title and interest in and to the Trademark, **HAIRCOLOR USA**, and to the United States Trademark Registration Number 1,618,020, issued October 16, 1990, for the mark, **HAIRCOLOR USA**, and which registration is in full force and effect; and

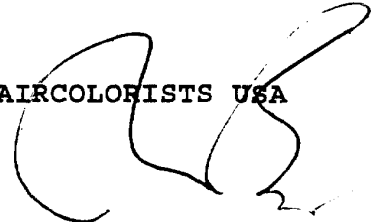
**WHEREAS, JESSE L. BRIGGS and LELAND HIRSCH** ("Assignors") own all of the issued and outstanding shares of **HAIRCOLOR U.S.A., INC.** ("Assignee"), a corporation organized and existing under the laws of the State of Florida; and

**WHEREAS, JESSE L. BRIGGS and LELAND HIRSCH** are desirous of assigning their right, title and interest in and to the above-identified trademark and trademark registration to **HAIRCOLOR U.S.A., INC.**

**NOW, THEREFORE,** for good and valuable ~~consideration~~, the receipt of which is hereby acknowledged, Assignors hereby assign,

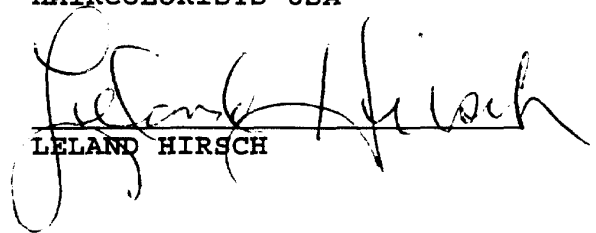
transfers and conveys to Assignee the entire right, title and interest in and to the above identified Trademark and Trademark Registration, together with all goodwill of the business arising from the use of and symbolized by the Trademark and Trademark Registration.

HAIRCOLORISTS USA



JESSE L. BRIGGS

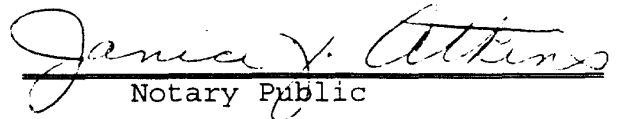
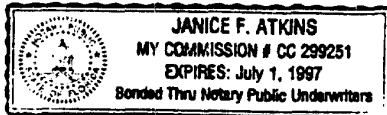
HAIRCOLORISTS USA



LELAND HIRSCH

STATE OF FLORIDA        )  
  ) ss. :  
COUNTY OF                )

On this 24th day of January, 1997, before me personally came JESSE L. BRIGGS, to me known, and known to me to be the individual described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same.

  
Notary Public

STATE OF NEW YORK        )  
  ) ss. :  
COUNTY OF SUFFOLK        )

On this 24th day of January, 1997, before me personally came LELAND HIRSCH to me known, and known to me to be the individual described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same.

  
Notary Public

VIRGINIA CURRAN  
Notary Public, State of New York  
No. 61047683 RK 991  
Qualified in Suffolk County  
Commission Expires Oct 31, 03 72