

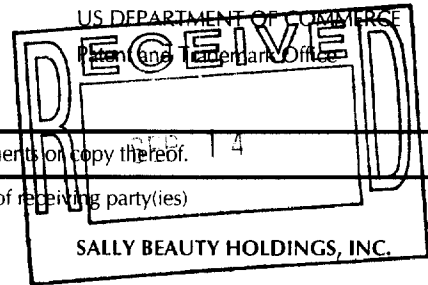
MZD 9-14-98

09-24-1998

IEET



100837692



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

1 Name of conveying party(ies):

BEAUTY SELECTIVES, INC.

- Individual(s)
- General partnership
- Corporation-State
- Other
- Association
- Limited Partnership
- New Jersey**

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

2 Name and address of receiving party(ies)

Name: **SALLY BEAUTY HOLDINGS, INC.**

Internal Address:

Street Address: **25 Church Street**

City: **Hamilton HM 12** State: **Bermuda** Zip: _____

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

If assignee is not domiciled in the United States, a domestic representative designated is attached. Yes No

(Designations must be a separate document from assignment) Yes No

Additional name(s) & address(es) attached Yes No

3 Nature of conveyance

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

Execution date: July 29, 1998

4 Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,987,577

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

Name: Martin P. Szostak

Internal Address: Legal Department
Alberto-Culver Company

Street Address: 2525 Armitage Avenue

City: Melrose Park State: IL ZIP: 60160

6 Total number of applications and registrations involved: 1

7 Total fee (37 CFR 3.41) \$ _____

- Enclosed
- Authorized to be charged to deposit account

8 Deposit account number: 500446

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

09/23/1998 JSHADAZZ 00000211 500446 1987577

01 FC:481 40.00 CH

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 Sheehan
Name of Person Signing

Signature

9-11-98
Date

Total number of pages including cover sheet, attachments, and document: 4

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

TRADEMARK
REEL: 1793 FRAME: 0410

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK
POST REGISTRATION SECTION

Registrant: SALLY BEAUTY HOLDINGS, INC.

Mark: Registration No.:

NAIL SAVVY

1,987,577

BOX RESPONSES

REG - NO FEE

Assistant Commissioner for Trademarks

2900 Crystal Drive

Arlington, VA 22202-3513

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Sir:

Registrant hereby appoints Gary P. Schmidt, Alberto-Culver Company, 2525 Armitage Avenue, Melrose Park, IL 60160 as its domestic representative on whom may be served notice or process in proceedings affecting the trademark registrations, and the marks covered by such registrations, pursuant to Rule 2.24 of the Trademark Rules of Practice of the Patent Office.

DECLARATION

Michelle Atwater Heise declares:

She is President, Secretary and Treasurer and an officer of applicant corporation and is authorized to execute this declaration on behalf of said corporation; she believes said corporation to be the owner of the marks sought to be registered; to the best of her knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to the goods/or services of such other person, to cause confusion, or to cause mistake, or to deceive; all statements made herein of her own knowledge are true and 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 U.S. Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

By: Michelle A. Heise

Name: Michelle Atwater Heise

Title: President, Secretary and Treasurer

Date: 9-8-98

**DEED OF ASSIGNMENT WITH GOODWILL
OF ASSIGNED MARK**

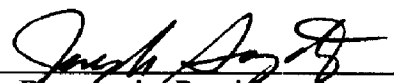
THIS ASSIGNMENT is made this 29 day of JULY, 1998 between BEAUTY SELECTIVES, INC., a corporation organized under the laws of New Jersey with its principal place of business at 360 East 65th Street, New York, New York 10021 (the "Assignor") and SALLY BEAUTY HOLDINGS, INC., a corporation organized under the laws of Delaware with its principal place of business at 25 Church Street, Hamilton H12, Bermuda (the "Assignee").

WHEREAS, the Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto; and

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the good will associated therewith.

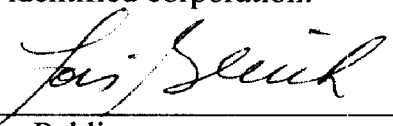
NOW THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademarks together with the good will of the business which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

BEAUTY SELECTIVES, INC.

by: 
Joseph Bogatz, its President

New Jersey
STATE OF ~~NEW YORK~~)
COUNTY OF MIDDLESEX)

On this 29 day of JULY, 1998, before me, a Notary Public in and for the above mentioned County and States, personally appeared Joseph Bogatz, to me known and known to me to be the person who signed the foregoing instrument as President of Beauty Selectives, Inc., and acknowledged that he executed the same as an act of the identified corporation.


Notary Public

My Commission Expires:

**LOIS BLEICH
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 6/22/2003**

**TRADEMARK
REEL: 1793 FRAME: 0412**

SCHEDULE

NAIL SAVVY

Registration No. 1,987,577
Registration Date: July 16,1996