

02-24-1999

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ORDINATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

ts and Trademarks: Please record the attached original documents or copy hereof.

100970184

1. Name of conveying party(ies):

John Freida

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State _____
- Other _____

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

3. Nature of conveyance: 2-12-99

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

Execution Date: January 29, 1998

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

Name: John Frieda Professional Hare Care, Inc.
Address: _____

57 Danbury Road
Wilton, Connecticut

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: _____ Yes _____ No

(Designations must be a separate document from Assignment)

Additional name(s) & addresses attached? _____ Yes _____ No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s).

1,692,299 1,796,706

Additional Numbers attached? _____ Yes _____ No

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

Name: J. Allison Strickland

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 2

7. Total fee (37 CFR 3.41) \$ 65.00

- Enclosed
 - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

65E

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

02/23/1999 JSMBZZ 00000018 1692299

82 FC:101 40.00 OP
82 FC:102 25.00 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.

J. Allison Strickland
Name of Person Signing

J Allison Strickland
Signature

2/12/99
Date

Total number of pages comprising cover sheet: _____

ASSIGNMENT

WHEREAS John Frieda, a citizen of the United Kingdom, with a business address at 57 Danbury Road, Wilton, Connecticut, is the owner of all right, title and interest in and to the following trademarks in the United States, including the United States Trademark Registrations therefor, and the goodwill represented by said marks:

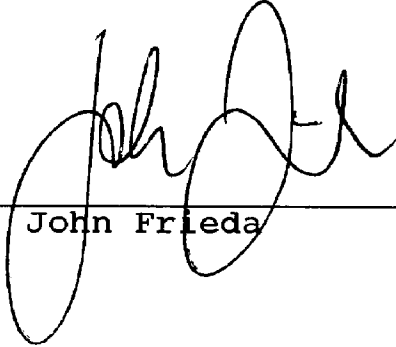
JOHN FRIEDA, Registration No. 1,692,299

JF Design, Registration No. 1,796,706

WHEREAS John Frieda Professional Hair Care, Inc. a Delaware corporation with an office and place of business at 57 Danbury Road, Wilton, Connecticut, desires to obtain the aforesaid rights in the trademarks, registrations and goodwill represented thereby;

NOW THEREFORE, for good and sufficient consideration, receipt of which is acknowledged, John Frieda hereby assigns to John Frieda Professional Hair Care, Inc. all of his right, title and interest in and to the trademarks JOHN FRIEDA, and the JF Design, United States Trademark Registration Nos. 1,692,299 and 1,796,706, and the goodwill represented by said marks.

Dated: Wilton, Connecticut
January 29, 1998



John Frieda

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