

RECORDATION FORM COVER SH  
**TRADEMARKS ONLY**

09-13-1999

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To the Honorable Commissioner of Patent

he attach **101143096**

1. Name of conveying party(ies): 09-03-1999 and address of receiving party(ies)  
St. Ives Laboratories, Inc U.S. Patent & TMO/TM Mail Rcpt Dt. #31 Joico Laboratories, Inc.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other \_\_\_\_\_

**MRD 9-3-99**

Internal Address: \_\_\_\_\_  
Street Address: 345 Baldwin Park Boulevard  
City of \_\_\_\_\_  
City: Industry State: CA ZIP: 91746

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State California
- 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) & address(es) attached?  Yes  No

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

3. Nature of conveyance:
- Assignment
  - Security Agreement
  - Other \_\_\_\_\_
  - Merger
  - Change of Name

Execution Date: August 6, 1999

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

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s)  
1,825,703

Additional numbers attached?  Yes  No

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

Name: Kenneth J. Hovet

Internal Address: \_\_\_\_\_

Street Address: 4476 Market Street,  
Suite 601

City: Ventura State: CA ZIP: 93003

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

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

09/10/1999 DNGUYEN 00000135 1825703  
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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.*

Kenneth J. Hovet August 31, 1999  
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: **2**

TRADEMARK ASSIGNMENT

WHEREAS, St. Ives Laboratories, Inc., a Delaware corporation, having a place of business at 8944 Mason Avenue, Chatsworth, California 91311 is the owner of the trademark LIQUID ICE and U.S. Trademark Registration No. 1,825,703 dated March 8, 1994.

WHEREAS, Joico Laboratories, Inc., a California corporation having a place of business at 345 Baldwin Park Blvd., City of Industry, California 91746 is desirous of acquiring said trademark and Registration including all the goodwill associated therewith.

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, said St. Ives Laboratories, Inc. does hereby assign unto said Joico Laboratories, Inc. all right, title and interest in and to the trademark LIQUID ICE and said Registration No. 1,825,703, together with the goodwill of the business symbolized by said trademark and Registration.

Signed at MELROSE PARK, ILLINOIS ~~Chatsworth, California~~ this 6<sup>th</sup> day of August, 1999.

St. Ives Laboratories, Inc.

By: *Gary P. Schmidt*  
Gary P. Schmidt, Vice President

Printed Name and Title

ILLINOIS  
State of ~~California~~ )  
  ) SS  
City of ~~Chatsworth~~ )  
      MELROSE PARK

On this 6<sup>th</sup> day of August, 1999, personally appeared Gary Schmidt, to me known and known to me to be the Vice President of St. Ives Laboratories, Inc., the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

S E A L



*Sandra Grell*  
Notary Public