

10-21-1999

COB



FORM PTO-1594

(7/97)

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2 SHEET  
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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

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

1. Name of conveying party(ies): MRD  
Sally Beauty Company, Inc.  
 Entity: Corporation of Delaware  
 Additional name(s) of conveying party(ies) attached?  
 Yes  No

10-18-99

2. Name and address of receiving party(ies):  
 Name: Sally Beauty Holdings, Inc.  
 Address: 25 Church Street  
Hamilton HM 12  
Bermuda

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
 Date: August 26, 1997

Entity: Corporation of Delaware  
 If assignee is not domiciled in the United States, an appointment of domestic representative is attached:  Yes  No  
 Additional name(s) & address(es) attached:  Yes  No

4. Application or Registration number(s):  
 A. Trademark Application No.(s) 75/104,134  
 B. Trademark Registration No.(s)  
 Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Peggy McBride, Trademark Administrator  
Alberto-Culver Company  
2525 Armitage Avenue  
Melrose Park, IL 60160-1163  
 Ref. No(s): \_\_\_\_\_

6. Total number of trademark applications and registrations involved: 1  
 7. Total Fee (37 CFR 3.41) . . . . . \$40.00  
 Authorized to be charged to deposit account.  
 A duplicate copy of this cover sheet is attached.  
 8. Deposit Account Number: 01-0672

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.*  
Peggy L. McBride Peggy L. McBride October 15, 1999  
 Name of Person Signing Signature Date  
 Total number of pages including cover sheet, attachments and document: 4

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

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

Applicant: SALLY BEAUTY HOLDINGS, INC.

Mark: Application No.:

Biolink	75/1041374
Natural Balance	75/251018
Phyto Systeme	75/283025
Salon Care	75/233140
Strictly Professional	75/046175

BOX RESPONSES

ITU - NO FEE

Assistant Commissioner for Trademarks

2900 Crystal Drive

Arlington, VA 22202-3513

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Sir:

Applicant 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

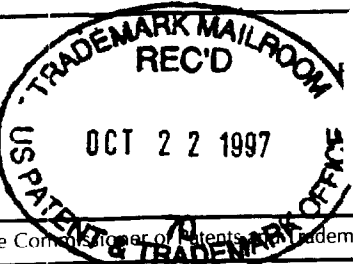
Name: Michelle Atwater Heise

Title: President, Secretary and Treasurer

Date: Oct 20 1997

D

10-22-97



11-03-1997



100563168

US DEPARTMENT OF COMMERCE Patent and Trademark Office

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

1 Name of conveying party(ies):  
**SALLY BEAUTY COMPANY, INC.**

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

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

3 Nature of conveyance

Assignment       Merger  
 Security Agreement       Change of Name  
 Other

Execution date: August 26, 1997

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

A. Trademark Application No.(s)  
PER ATTACHED

B. Trademark Registration No.(s)

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: ..... **5**

7 Total fee (37 CFR 3.41) ..... \$  
 Enclosed  
 Authorized to be charged to deposit account

8 Deposit account number: 01-0672  
 (Attach duplicate copy of this page if paying by deposit account)

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10/31/1997 MSHABAZZ 00000151 DAN:010672 75104135  
 01 FC:481 40.00 CH  
 02 FC:482 75.00 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

10/22/97  
 Date

Total number of pages including cover sheet, attachments, and document: **3**

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

**ASSIGNMENT**

WHEREAS, Sally Beauty Company, Inc., a Delaware corporation, having its principal offices at 3900 Morse Street, Denton, Texas 76208 ("ASSIGNOR") has intended to use the following marks in interstate commerce and has filed an application with the United States Patent and Trademark Office based on its bonafide intent to use such marks in commerce:

<u>Mark</u>	<u>Application Number</u>	<u>Application Date</u>
Biolink	75/10413 <del>8</del> <sup>4</sup>	05/14/96
Natural Balance	75/251018	02/28/97
Phyto Systeme	75/283025	04/28/97
Salon Care	75/233140	01/29/97
Strictly Professional	75/046175	01/05/96

and

WHEREAS, Sally Beauty Holdings, Inc., a Delaware corporation having its principal offices at 25 Church Street, Hamilton HM 12, Bermuda ("ASSIGNEE"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto the said ASSIGNEE the marks in the above identified applications as part of the entire business or portion thereof to which the marks pertain as required by 15 USC §1060.

Signed at Melrose Park, Illinois, on this 26<sup>th</sup> day of August, 1997.

SALLY BEAUTY COMPANY, INC.

By: 

Office: President

STATE OF ILLINOIS  
COUNTY OF COOK

On this 26<sup>th</sup> day of August, 1997, personally appeared Michael H. Renzulli, to me known and known to me to be the President of Sally Beauty Company, Inc., the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

  
Notary Public



**ASSIGNMENT**

WHEREAS, Sally Beauty Company, Inc., a Delaware corporation, having its principal offices at 3900 Morse Street, Denton, Texas 76208 ("ASSIGNOR") has intended to use the following marks in interstate commerce and has filed an application with the United States Patent and Trademark Office based on its bonafide intent to use such marks in commerce:

<u>Mark</u>	<u>Application Number</u>	<u>Application Date</u>
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and

WHEREAS, Sally Beauty Holdings, Inc., a Delaware corporation having its principal offices at 25 Church Street, Hamilton HM 12, Bermuda ("ASSIGNEE"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto the said ASSIGNEE the marks in the above identified applications as part of the entire business or portion thereof to which the marks pertain as required by 15 USC §1060.

Signed at Melrose Park, Illinois, on this 26<sup>th</sup> day of August, 1997.

SALLY BEAUTY COMPANY, INC.

By: 

Office: President

STATE OF ILLINOIS  
COUNTY OF COOK

On this 26<sup>th</sup> day of August, 1997, personally appeared Michael H. Renzulli, to me known and known to me to be the President of Sally Beauty Company, Inc., the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

  
Notary Public

