

JAN. 5. 2000-11:01AM MCBRIDB BAKER & COLE

NO. 0009 T. 0

FORM PTO-1618A

12-22-1999

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

MKB  
12/22/99



101199770

### 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  Change of Name

Other

Effective Date  
Month Day Year

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

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.)

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 20 minutes per Cover Sheet to be recorded, including time for reviewing the document and preparing 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. 20221 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0531-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0531-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD TO RECORD TO THE PTO.

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Expires 08/30/99  
OMB 0651-0027

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U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

**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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1566187"/>	<input type="text" value="740722"/>	<input type="text" value="679734"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1124118"/>	<input type="text" value="1239603"/>	<input type="text" value="637800"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="684150"/>	<input type="text" value="811435"/>	<input type="text" value="722337"/>

*see attached list for additional Nos*

**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.

Thomas P. Arden Thomas P. Arden 12/17/99  
 Name of Person Signing Signature Date Signed

JAN. 5. 2000 11:02AM

MCBRIDE BAKER & COLE

NO. 0569 P. 5

CONT'D REGISTRATION NUMBERS

REG. NO.

822979  
1142761  
1579233  
543012  
655311  
656880  
512733  
1497907

JAN. 5. 2000 11:00AM

MCBRIDE BAKER &amp; COLE

NO. 0569 P. 3

**TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT is made and entered into by Alberto-Culver Company ("Assignor"), a Delaware corporation having its principal offices at 2525 Armitage Avenue, Melrose Park, Illinois 60160 in favor of Alberto-Culver USA, Inc. ("Assignee"), a Delaware corporation and the subsidiary of Assignor, having its principal offices at 2525 Armitage Avenue, Melrose Park, Illinois 60160.

For the sum of Ten Dollars, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, *nunc pro tunc* as of July 30, 1996, all rights, title and interest in and to the trademarks and federal registrations set forth below, together with the goodwill of the business associated with and symbolized by such marks:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
1890	1,497,907	26 Jul 1988
20-MAPLE-X	512,733	26 Jul 1949
DIAFOODS	656,880	07 Jan 1958
DIAFOODS	655,311	03 Dec 1957
DIAFOODS	543,012	29 May 1951
DIAFOODS	1,579,233	23 Jan 1990
DIAFOODS	1,142,761	09 Dec 1980
GOOD LIFE	822,979	24 Jan 1967
ITALIAN FESTIVAL	722,337	03 Oct 1961
MILANI	637,800	27 Nov 1956
MILANI	679,734	02 Jun 1959
MILANI	811,435	19 Jul 1966
MILANI 1890	1,239,603	24 May 1983
SMITHERS	740,722	13 Nov 1962
SMITHERS	684,150	25 Aug 1959
SMITHERS	1,124,118	14 Aug 1979
THICK-IT	1,566,187	14 Nov 1989

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MCBRIDS BAKER & COLE

Assignor agrees to execute such additional documents as may be reasonably requested by Assignee to further evidence or perfect the foregoing assignment.

ALBERTO-CULVER COMPANY

By: Gary P. Schmidt  
Gary P. Schmidt  
Office: Vice President

STATE OF ILLINOIS            )  
  )    SS.  
COUNTY OF COOK            )

Gary P. Schmidt personally appeared before me on December 14, 1999, and acknowledged that he executed the foregoing instrument and was authorized to execute the same *nunc pro tunc* as of July 30, 1996, as Vice President of Alberto Culver Company.

Peggy L. McBride  
Notary Public

My commission expires:



**CONTD REGISTRATION NUMBERS**

**REG. NO.**

822979  
1142761  
1579233  
543012  
655311  
656880  
512733  
1497907