

07-20-2000



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OFF. FINANCE

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

Name Execution Date
Month Day Year

Formerly

358032

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)
City

State/Country

Zip Code

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

07/19/2000 DNGUYEN 00000294 500446 358032
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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002105 FRAME: 0467

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"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="358,032"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

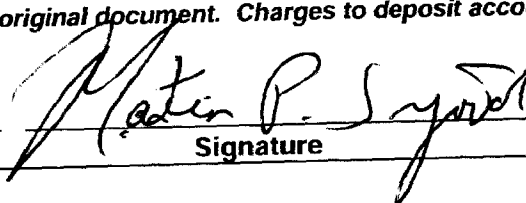
No

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.

Martin P. Szostak

Name of Person Signing



Signature

6/16/00

Date Signed

DEED OF ASSIGNMENT WITH GOODWILL
OF ASSIGNED MARK

THIS ASSIGNMENT is made this 19 day of July, 2000 by and between BLUE CROSS BEAUTY PRODUCTS, INC. , a corporation organized under the laws of California, with its principal place of business at 12251 Montague Street, Pacoima, California 91331 (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, used and is using in the United States the NAILIFE trademark ("Trademark"), U.S. Registration No. 358,032, and is the owner of the registration thereof; and

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademark 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 Trademark and the registration thereof together with the good will of the business which is symbolized by the Trademark and all common law rights associated therewith and with the right to recover for damages and profits and all other remedies for past infringements thereof.

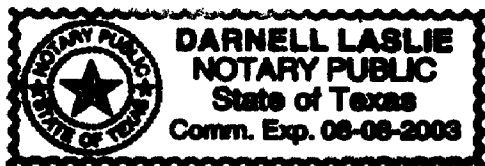
BLUE CROSS BEAUTY PRODUCTS, INC.

by: [Signature]

STATE OF Texas)
)
COUNTY OF Denton)

On this 19th day of July, 2000, before me, a Notary Public in and for the above mentioned County and States, personally appeared Maurice Rasgon, to me known and known to me to be the person who signed the foregoing instrument as President of BLUE CROSS BEAUTY PRODUCTS, INC., and acknowledged that he executed the same as an act of the identified corporation.

[Signature]
Notary Public



My Commission Expires: Aug. 8, 2003