FORM PTO-1618A Expires 06/30/99 OMB 0651-0027

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Reel # Frame #	
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Reel # Frame #	Other
Conveying Party	Mark if additional names of conveying parties attached Execution Date Month Day Year
Name <u>Ulta3 Cosmetics & Salon, Inc</u>	c. 7 28 99
Formerly	
Individual General Partnership	Limited Partnership Corporation Association
Other	
X Citizenship/State of Incorporation/Organiz	vation Delaware
Receiving Party	Mark if additional names of receiving parties attached
Name Wita Salon, Cosmetics & Fra	
Name Ulta Salon, Cosmetics & Fra	agrances, inc.
DBA/AKA/TA	
Composed of	
Itinahan Labas Business Barl	1,
Address (line 1) Windham Lakes Business Parl	K
Address (line 2) 1135 Arbor Drive	
Address (line 3) Romeoville	Illinois 60446
Individual General Partnership	State/Country Zip Code Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an
X Corporation Association	appointment of a domestic representative should be attached.
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C:481 40.00 DP C:482 275.00 DP	

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Mail documents to be recorded with required cover sheet(s) information to:

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Name	Matthew W. Walch		
Address (line 1)	LATHAM & WATKINS		
Address (line 2)	233 S. Wacker Dr., Suite 5800		
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75695843	75656783	1 845 012 1 68	81 577 2 214 750
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		1 663 842 1 60	2 020 002
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RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

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Other
Citizenship State of Incorporation/Organization
Receiving Party Inter Additional Receiving Party Mark if additional names of receiving parties attached
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Office of the Secretary of State

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "ULTA3 COSMETICS & SALON, INC.", CHANGING ITS NAME FROM "ULTA3 COSMETICS & SALON, INC." TO "ULTA SALON, COSMETICS & FRAGRANCE, INC.", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF JULY, A.D. 1999, AT 1:30 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

AUTHENTICATION: 9894882

DATE:

07-29-99

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TRADEMARK REEL: 002111 FRAME: 0596

CERTIFICATE OF AMENDMENT RESTATED CERTIFICATE OF INCORPORATION ULTA' COSMETICS & SALON, INC.

Pursuant to Section 242 of the General Corporation Law of the State of Delaware

Ulta' Cosmetics & Salon, Inc., a corporation existing under the laws of the State of Delaware (the "Corporation"), does hereby certify as follows:

FIRST: That the Board of Directors of the Corporation adopted resolutions proposing and declaring advisable the following amendment to Article One of the Restated Certificate of Incorporation of the Corporation:

RESOLVED, that Article One shall be replaced in its entirety with the following:

"Article One

The name of the corporation is Ulta Salon, Cosmetics & Fragrance, Inc."

SECOND: The Board of Directors of the Corporation approved the foregoing amendment pursuant to the provisions of Sections 141 and 242 of the General Corporation Law of the State of Delaware.

THIRD: The stockholders of the Corporation approved the foregoing amendment pursuant to the provision of Section 242 of the General Corporation Law of the State of Delaware.

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IN WITNESS WHEREOF, Ulta' Cosmetics & Salon, Inc. has caused this

Certificate of Amendment to be signed by Terry J. Hanson, its Chief Executive Officer, this 28th

day of July, 1999.

Chief Executive Officer

RECORDED: 07/06/2000