

08-04-2000

FORM PTO-1618A

Expires 06/30/99
OMB 0651-0027



101423503

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

MWD
7.3.00

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

- 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

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.)

- Corporation Association

Other

Citizenship/State of Incorporation/Organization

08/03/2000 DNGUYEN 00000122 500446 799629

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 125.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering 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. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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: 002115 FRAME: 0008

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

708-450-3124

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="799,629"/>	<input type="text" value="833,800"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="799,630"/>	<input type="text" value="1,047,457"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="831,974"/>	<input type="text" value="1,873,062"/>	<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

June 27, 2000

Date Signed

ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

WHEKEAS, THE DIAL CORP, a Delaware corporation, located at 1850 North Central Avenue, Phoenix, Arizona 85077 (hereinafter called the "Assignor"), has adopted, used and is using the marks set forth in Schedule 1, attached hereto, which marks are registered in the United States Patent and Trademark Office;

WHEREAS, SALLY BEAUTY INTERNATIONAL, INC., a Delaware corporation, located at 3900 Morse Street, Denton, Texas 76208 (hereinafter called the "Assignee"), is desirous of acquiring all right, title and interest in and to said marks set forth in Schedule 1 along with the goodwill associated therewith and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee all its rights, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof.

IN WITNESS WHEREOF, the said Assignor has hereunto set its hand this 26th day of September, 1995.

THE DIAL CORP *sm*

By: *Andrew S. Patti*
Andrew S. Patti
President and Chief
Operating Officer

State of Arizona)
) ss.
County of Maricopa)

On this 26th day of September, 1995, before me, a Notary Public in and for the above-mentioned County and State, personally appeared Andrew S. Patti, to me known and known to me to be the person who signed the foregoing instrument as President and Chief Operating Officer of The Dial Corp, and acknowledged that he executed the same as an act of the identified corporation.

Mary Sue Holmes
Notary Public

(seal)

My Commission Expires *Oct. 2, 1998*

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SCHEDULE 1

TRADEMARK	REGISTRATION NO.	CLASSIFICATION/GOODS
NEW IMAGE	1873062	Mousse ✓
NEW IMAGE	799629	Hair waving preps. ✓
NEW IMAGE	833800	Hair shampoo ✓
NEW IMAGE	831974	Hair setting preps. ✓
NEW IMAGE	799630	Hair spray ✓
NEW IMAGE	1047457	Creme rinse ✓