

11-03-2000  
101504081

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** *10-20-00*

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  
08112000

**Conveying Party**  Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year  
08112000

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  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization

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.)

11/02/2000 0000074 75488240

FOR OFFICE USE ONLY

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40.00 DP

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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: 002166 FRAME: 0934

**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)**

**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.

David W. Carstens

10/20/00

Name of Person Signing

Signature

Date Signed

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Assignee:** Toni & Guy (USA) Limited  
**Serial No.:** 75/488,240  
**Mark:** UNLEASHED  
**International Class:** 3  
**Filing Date:** May 20, 1998  
**Attorney Docket No.:** ATIGL0102

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Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

David W. Carstens, Esquire, with the law firm of Carstens, Yee & Cahoon, L.L.P., whose postal address is P.O. Box 802334, Dallas, Texas 75380, telephone no. (972) 367-2001 and facsimile no. (972) 367-2002, is hereby designated domestic representative upon whom notice or process in proceedings affecting the mark may be served.

Dated this 12 day of October, 2000.

Respectfully submitted,



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Bruno Mascolo  
President and Director  
Toni & Guy (USA) Limited

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Mascolo Brothers Ltd.  
 Serial No.: 75/488240  
 Mark: Unleashed  
 Filing Date: May 20, 1998  
 Attorney Docket No.: ATIGL0102

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made the 11 day of August, 2000, by Mascolo Brothers Ltd. ("Assignors") and Toni & Guy (USA) Limited, a corporation organized under the laws of the United Kingdom, ("Assignee").

**WHEREAS**, Assignors have used and are the owners of the trademark "Unleashed", together with common law rights therein (hereinafter, the "Trademark"); and

**WHEREAS**, the Trademark is the subject of U.S. Serial No. 75/488240; and

**WHEREAS**, Assignors have agreed to assign to Assignee all rights of Assignors in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

**NOW THIS DEED WITNESSETH AS FOLLOWS:**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all Assignors' rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registration and application for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date and year first written above.

By: Bruno Mascolo  
Bruno Mascolo

STATE OF TEXAS

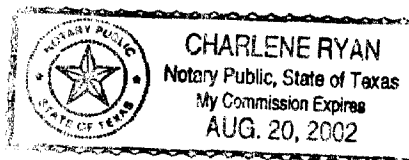
BEFORE ME, on this day, personally appeared Bruno Mascolo, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 11 day of August, 2000.

My Commission Expires:

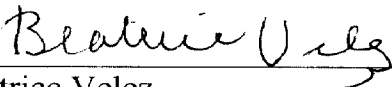
Aug 20, 2002

Charlene Ryan  
Notary Public



### CERTIFICATE OF MAILING

I hereby certify that the papers listed below and attached hereto are being deposited with the United States Postal Service via Express Mail Mailing Label Number EL 555423550US addressed to the Commissioner for Patents and Trademarks, Box Assignments, Washington D.C. 20231, pursuant to 37 CFR § 1.8, on October 20, 2000.

  
\_\_\_\_\_  
Beatrice Velez

Enclosures: Transmittal in Duplicate  
Recordation Form PTO-1618  
Designation of Domestic Representative  
Trademark Assignment  
Check in the amount of \$40.00  
Certificate of Mailing  
Postcard Acknowledgement.