


11-03-2000

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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		Conveyance Type	
<input checked="" type="checkbox"/> New	<input type="checkbox"/> Resubmission (Non-Recordation) Document ID # <input type="text"/>	<input checked="" type="checkbox"/> Assignment	<input type="checkbox"/> License
<input type="checkbox"/> Correction of PTO Error Reel # <input type="text"/> Frame # <input type="text"/>	<input type="checkbox"/> Corrective Document Reel # <input type="text"/> Frame # <input type="text"/>	<input type="checkbox"/> Security Agreement	<input type="checkbox"/> Nunc Pro Tunc Assignment Effective Date Month Day Year <input type="text" value="08112000"/>
		<input type="checkbox"/> Merger	<input type="checkbox"/> Change of Name
		<input type="checkbox"/> Other <input type="text"/>	

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 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 ANNED1 00000103 75739147

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: 0955

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" value="75739147"/>	<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"/>	<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"/>

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.: 75/739,147
Mark: BED HEAD (cosmetics)
International Class: 3
Filing Date: June 28, 1999
Attorney Docket No.: ATIGL.0176

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,



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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Mascolo Brothers Ltd.
 Serial No.: 75/739147
 Mark: Bed Head (cosmetics)
 Filing Date: June 28, 1999
 Attorney Docket No.: ATIGI.0176

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 “Bed Head”, together with common law rights therein (hereinafter, the “Trademark”); and

WHEREAS, the Trademark is the subject of U.S. Serial No 75/739147 ; 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

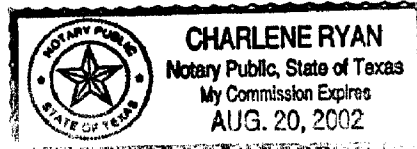
BEFORE ME, on this day, personally appeared Bruno Mascolo, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

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

My Commission Expires:

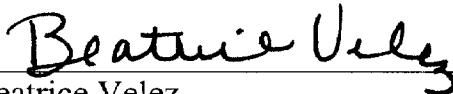
Aug 20, 2002

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 555423563US 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.