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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

Execution Date
Month Day Year

Name

Formerly

75920808

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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Name

DBA/AKA/TA

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- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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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

04/12/01

Name of Person Signing

Signature

Date Signed



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee: Toni & Guy (USA) Limited

Serial No.: 75/920,808

Mark: DUMB BLONDE

International Class: 3

Filing Date: February 16, 2000

Attorney Docket No.: ATIGL0194

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 14th day of December, 2000.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Bruno Maseolo". The signature is written in a cursive style and is positioned above a horizontal line.

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Mascolo Brothers Ltd.
 Serial No.: 75/920808
 Mark: Dumb Blonde
 Filing Date: February 16, 2000
 Attorney Docket No.: ATIG1.0194

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

WHEREAS, the Trademark is the subject of U.S. Serial No 75/920808 ; 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

