

1. Name of conveying party(ies):
 Carlton Hair International, Inc. **9.7.01**

Individual(s) Association
 General partnership Limited Partnership
 Corporate-State of California
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
 Name: Ecoly International, Inc.
 Address: 9232 Eton Avenue
 City: Chatsworth, CA 91311

Individual(s) citizenship _____
 Association _____
 General partnership _____
 Limited Partnership _____
 Corporate-State California
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: January 23, 1997

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
 1,714,881
 1,866,675

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 2

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Jay K. Meadway
 Internal Address: Ballard Spahr Andrews & Ingersoll, LLP
 1735 Market Street, 51st Floor
 Philadelphia, PA 19103

7. Total Fee (37 CFR 3.41) \$65.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
 02-0755

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

JAY MEADWAY Jay Meadway 6/8/01
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, DC 20231

ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, Carlton Hair International, Inc., a California corporation, having its principal office located at 2116 Wilshire Boulevard, Suite 240, Santa Monica, CA 90403, is the owner of the following trademark registrations in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>U.S. REGISTRATION NO.</u>	<u>REG. DATE</u>
ECOLY	1,866,675	December 13, 1994
ECOLI	1,714,881	September 15, 1992

WHEREAS, Ecoly International, Inc., a California corporation, having its principal office located at 9232 Eton Avenue, Chatsworth, CA 91311, is desirous of acquiring any and all rights that Carlton Hair International, Inc. may have in and to the said trademark registrations, together with the goodwill of the business in which said trademarks are used and which is symbolized by the said trademarks, along with the rights to cover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Carlton Hair International, Inc. does hereby assign to Ecoly International, Inc. all right, title and interest in and to the said trademarks and trademark registrations, including the portion of the business which is existing and ongoing and to which the marks pertain together with the goodwill of the business in connection with which the said trademarks pertain and which is symbolized by the said trademarks, along with the rights to recover for damages and profits for past infringements thereof.

For: Carlton Hair International, Inc.

For: Ecoly International, Inc.

By: [Signature]

By: [Signature]

Name: RON LOVE

Name: MARK STILLER

Date: 1/23/97

Date: 1/23/97

ECOLY/NO ARGUMENTS-US

LAW OFFICES

BALLARD SPAHR ANDREWS & INGERSOLL, LLP

1735 MARKET STREET, 51ST FLOOR
PHILADELPHIA, PENNSYLVANIA 19103-7599
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BALTIMORE, MD
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VOORHEES, NJ
WASHINGTON, DC

JAY K. MEADWAY
DIRECT DIAL: 215-864-8101
PERSONAL FAX: 215-864-9803
MEADWAYJ@BALLARDSPAHR.COM

September 5, 2001

U.S. Patent and Trademark Office
Assignment Division
Box Assignments, CG-4
1213 Jefferson Davis Hwy, Suite 320
Washington, D.C. 20231

Re: Document ID No. 101751919

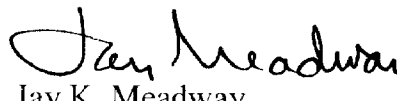
Dear Sirs:

This has reference to your letter of August 22.

Submitted herewith is the original Assignment Cover Sheet and the document identified in the Cover Sheet. Please proceed with this recordal. If there are any questions, please do not hesitate to contact me.

Sincerely yours,

BALLARD SPAHR ANDREWS & INGERSOLL, LLP


Jay K. Meadway

JKM/HR
Enclosure



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

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

AUGUST 22, 2001

PTAS



101751919A

BALLARD SPAHR ET AL
JAY K. MEADWAY
1735 MARKET STREET, 51ST FLOOR
PHILADELPHIA, PA 19103

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 101751919

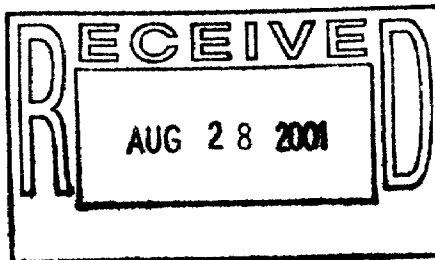
THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

1. THE COVER SHEET SUBMITTED FOR RECORDING IS NOT ACCEPTABLE. TO RECORD A DOCUMENT IN THE ASSIGNMENT DIVISION, A DOCUMENT MUST ACCOMPANY THE COVER SHEET.

STEVEN POST, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS



RECORDED: 09/07/2001

TRADEMARK
REEL: 002366 FRAME: 0416