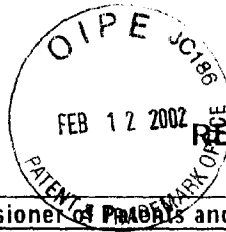


02-20-2002



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TRADEMARKS ONLY

2.12.02

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 J. Strickland & Co. Execution Date 01-28-02
Month Day Year

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Beauty Creations, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1400 Ragan Street

Address (line 2) _____

Address (line 3) Memphis Tennessee 38106
City State/Country Zip Code

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

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.)

FOR OFFICE USE ONLY

02/19/2002 6T0M11 00000122 182361 148724
01 FC:481 40.00 CH

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.

Peter J. Georges

[Signature]

Feb 1, 2002

Name of Person Signing

Signature

Date Signed

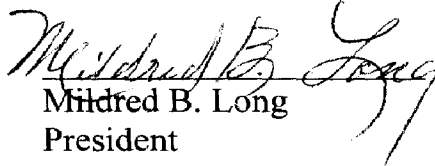
U.S. PATENT AND TRADEMARK OFFICE
OFFICE OF PUBLIC RECORDS

ASSIGNMENT BRANCH

ASSIGNMENT OF TRADEMARK

Whereas J. Strickland & Co. of 1400 Ragan Street Memphis, Tennessee 38106
has adopted, used and is using a trademark which is registered as Federal Trademark
Registration No. 148,724, dated November 21, 1981; and

Whereas, Beauty Creations, Inc., a Tennessee Corporation of 1400 Ragan Street
Memphis, Tennessee 38106 is desirous of acquiring said registered
trademark; Now therefore, for good and valuable consideration, the receipt of which is
hereby acknowledged, said J. Strickland & Co. does hereby assign to the said
Beauty Creations, Inc., a Tennessee Corporation all right, title, and interest in said
trademark and the goodwill of the business symbolized thereby.


Mildred B. Long
President

1-28-02
Date