

02-25-2002

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mascolo Brothers Limited

2-6-02

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: August 11, 2000

2. Name and address of receiving party(ies)

Name: Toni & Guy (USA) Limited

Internal

Address:

Street Address: 19 Doughty

City: London State: Zip: England WC1N 2PL

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

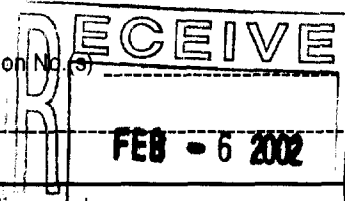
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/722,143

B. Trademark Registration No.(s)

Additional number(s) attached Yes No



5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David W. Carstens

Internal Address: PO Box 802334

Street Address:

City: Dallas State: TX Zip: 75380

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-0392

DO NOT USE THIS SPACE

9. Signature.

David W. Carstens

Name of Person Signing

Signature

January 10, 2002

Date

Total number of pages including cover sheet, attachments, and document: 4

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40.00 DP

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

TRADEMARK
REEL: 002447 FRAME: 0963

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee: Toni & Guy (USA) Limited
Serial No.: 75/722,143
Mark: SHINE JUNKIE
International Class: 3
Filing Date: June 7, 1999
Attorney Docket No.: ATIGI.0172

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 31st day of December, 2001.

Respectfully submitted,



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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Mascolo Brothers Ltd.

Serial No.: 75/722143

Mark: Shine Junkie

Filing Date: June 7, 1999

Attorney Docket No.: ATIGI.0172

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

WHEREAS, the Trademark is the subject of U.S. Serial No. 75/722143; 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

