

02-25-2002

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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)



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

Tab settings

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

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

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: August 11, 2000

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

A. Trademark Application No.(s) 75/919,016

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:

6. Total number of applications and registrations involved:

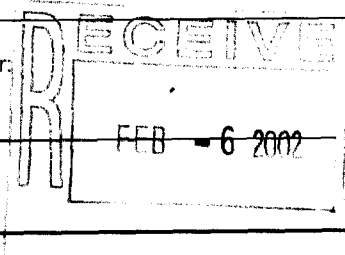
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7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

50-0392



02/22/2002 DBYRNE 00000115 75919016 01 FC:481

City: Dallas State: Zip: 75380

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

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

TRADEMARK REEL: 002448 FRAME: 0440

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee: Toni & Guy (USA) Limited

Serial No.: 75/919,016

Mark: TONI & GUY

2.602

International Class: 3

Filing Date: February 15, 2000

Attorney Docket No.: ATIGI.0193

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 Mascolo
President and Director
Toni & Guy (USA) Limited

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Mascolo Brothers Ltd.

Serial No.: 75/919016

Mark: Toni&Guy

Filing Date: February 15, 2000

Attorney Docket No.: ATIGL0193

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 "Toni&Guy", together with common law rights therein (hereinafter, the "Trademark"); and

WHEREAS, the Trademark is the subject of U.S. Serial No. 75/919016; 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

