

05-13-2002



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

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

102086086

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): Pro Finish, U.S.A. Ltd., Inc. 5-1-02
Individual(s) Association
General Partnership Limited Partnership
Corporation-State -Arizona
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Styling Technology Corporation
Internal Address:
Street Address: 7400 E. Tierra Buena Lane
City: Scottsdale State: AZ Zip: 85260
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Delaware
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: MAY 22, 1998

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
1,924,986 ; 1,266,725 ; 2,078,294
1,373,286
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: John Burton, Esq.
Internal Address: Greenberg Traurig, LLP
Street Address: 2375 E. Camelback Rd., #700
City: Phoenix State: AZ Zip: 85016

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41) \$ 115.00
Enclosed
Authorized to be charged to deposit account

8. Deposit account number:
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2002 MAY - 1 AM 7:48

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.
John Burton
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 6

05/10/2002 DBYRME 00000206 1924986
01 FC:481
02 FC:482

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

TRADEMARK
REEL: 002503 FRAME: 0823

ASSIGNMENT OF TRADEMARKS

WHEREAS, PRO FINISH U.S.A., LTD., INC., a corporation of the state of Arizona, having an address at 7860 E. McClain Drive #2, Scottsdale, Arizona 85260 ("Assignor"), is the owner of the TRADE and/or SERVICE MARKS, TRADEMARK APPLICATIONS and TRADEMARK REGISTRATIONS ("Trademarks") listed in the Appendices of this document;

AND WHEREAS, STYLING TECHNOLOGY CORPORATION, a corporation of the state of Delaware, having an address at 2390 East Camelback Road, Suite 435, Phoenix, Arizona 85016 ("Assignee"), is desirous of acquiring the above-referenced Trademarks, together with the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest of Assignor in and to the above-referenced Trademarks, in the United States and throughout the world, and to any other trade and/or service marks not specifically enumerated herein which are owned and/or used by Assignor, and all of the goodwill of the business connected with and symbolized by said Trademarks, and by any other trade and/or service marks not specifically enumerated herein, which are owned and/or used by Assignor, including, but not limited to, the right to use the Trademarks and other trade and/or service marks and to file for registration thereof in all countries throughout the world and the right to recover damages for past infringement, if any;

ASSIGNOR AND ASSIGNEE hereby represent, as required by 15 U.S.C. § 1060, with respect to each of the applications listed in the Appendices to this Assignment filed under Section 1(b) of the Lanham Act, 15 U.S.C. § 1051 (b), that Assignee is the successor to the business of Assignor, or the portion thereof to which each mark pertains, if that business is ongoing and existing;

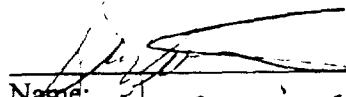
ASSIGNOR further agrees to perform any acts, including but not limited to the execution of documents, necessary to perfect ASSIGNEE's interest in the Trademarks and in any other trade and/or service marks;

ASSIGNOR further agrees to identify and communicate to Assignee, at Assignee's request such documents and information concerning the Trademarks, and concerning any other trade and/or service marks not specifically enumerated herein which are owned and/or used by Assignor, that are within the possession and control of Assignor, and to provide further assurances and testimony on behalf of Assignee that may lawfully be required of Assignee in respect to maintaining the rights in the Trademarks, all without further consideration;

IN WITNESS WHEREOF, this Assignment has been executed below:

Assignor: PRO FINISH U.S.A., LTD., INC.

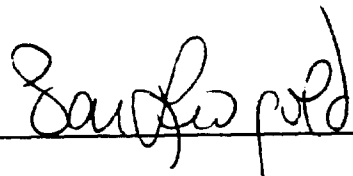
This 22 day of May, 1998,



Name:
Title: President

Assignee: STYLING TECHNOLOGY CORPORATION

This 22nd day of May, 1998,



Name:
Title: CEO

APPENDIX A

<u>Mark:</u>	<u>U.S. Registration No.:</u>
AIR DRY	1,924,986
COSMIC	1,895,801
EMBRACE	1,862,199
INFINITI	1,827,979
KRISTY WELLS	2,078,294
KRISTY WELLS	1,373,286
KRISTY WELLS	1,266,725
KRISTY WELLS	1,099,163
PRO FINISH	1,748,041

TRADEMARK