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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

**RECORDATION FORM COVER SHEET TRADEMARKS ONLY**

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

1. Name of conveying party(ies): SALLY BEAUTY COMPANY, INC.  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_

2. Name and address of receiving party(ies)  
 Name: BEAUTY HOLDING COMPANY, INC.  
 Internal Address: \_\_\_\_\_  
 Street Address: 25 CHURCH STREET  
 City: HAMILTON State: ~~XX~~ Zip: HM12 Bermuda  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State DELAWARE  
 Other \_\_\_\_\_

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
 Execution Date: 08/14/2002

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 75/449,543;  
75/575,753; 75/528,002  
 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: LAURA J. TURCZAK  
 Internal Address: ALBERTO-CULVER COMPANY  
 Street Address: 2525 ARMITAGE AVENUE  
 City: MELROSE PARK State: IL Zip: 60160

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
50-0446

9. Signature.  
LAURA J. TURCZAK  
 Name of Person Signing  
Laura J. Turczak  
 Signature  
8/16/02  
 Date

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

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

Certificate of Transmission  
I hereby certify that this correspondence is being facsimile transmitted to the US PTO TRADEMARK REGISTRATION FRAME: 0196  
700016222

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Applications of:

**Beauty Holding Company, Inc.**

Mark: **(See attached List)**

Reg. No.:

Reg. Date:

Class:

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Patricia M. DeSimone, whose postal address is Alberto-Culver Company, 2525 Armitage Avenue, Melrose Park, IL 60160-1163, United States of America, is hereby designated as Applicant's representative upon whom notices or process in proceedings affecting the attached marks may be served.

Signed this 13 day of August, 2002.

**BEAUTY HOLDING COMPANY, INC.**

By:   
Lisa J. Marshall  
President

**ASSIGNMENT**

WHEREAS, Sally Beauty Company, Inc., a Delaware corporation, having its principal office at 3900 Morse Street, Denton, Texas, 76208, ("ASSIGNOR") has intended to use the following marks in commerce and has filed applications indicating that intention, but has not yet filed allegations of use under §§1(c) or 1(d) of the Trademark Act:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
BEES KNEES	75/449,543	March 13, 1998
BEES KNEES	75/575,753	October 22, 1998
THERMICS	75/528,002	July 30, 1998

WHEREAS, Sally Beauty Company, Inc. is assigning the above identified marks and applications as part of the entire business (or portion thereof) to which the marks pertain, as required by 15 U.S.C. §1060;

WHEREAS, Beauty Holding Company, Inc., a Delaware corporation, having its principal office at 25 Church Street, Hamilton, HM12, Bermuda ("ASSIGNEE"), the successor of the ongoing and existing business (or portion thereof) of Sally Beauty Company, Inc., to which the marks pertain, is desirous of acquiring said trademarks and the pending intent-to-use applications therefor:

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Sally Beauty Company, Inc., does hereby assign to said Beauty Holding Company, Inc., all right, title and interest in and to the above-identified trademarks and the goodwill of the business symbolized thereby.

Signed at Denton, Texas, on this 14th day of August, 2002.

**SALLY BEAUTY COMPANY, INC.**

By: Raal Roos  
Raal Roos  
Vice President, General Counsel  
and Assistant Secretary

STATE OF Texas :  
COUNTY OF Denton :

On this 14th day of August, 2002, personally appeared Raal Roos, to me known and known to me to be Vice President, General Counsel and Assistant Secretary of Sally Beauty Company, Inc., the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.



Darnell Laslie  
NOTARY PUBLIC

MARK	SERIAL NO.	FILING DATE
BEES KNEES	75/449,543	March 13, 1998
BEES KNEES	75/575,753	October 22, 1998
THERMICS	75/528,002	July 30, 1998