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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Tab settings $\Rightarrow \Rightarrow \Rightarrow$

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

<p>1. Name of conveying party(ies):</p> <p>SALLY BEAUTY COMPANY, INC.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>BEAUTY HOLDING COMPANY, INC.</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>25 CHURCH STREET</u></p> <p>City: <u>HAMILTON</u> State Zip: <u>HM12</u> <u>Bermuda</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>DELAWARE</u> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <small>(Designations must be a separate document from assignment)</small> Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>08/14/2002</u></p>	<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) _____</p> <p>B. Trademark Registration No.(s) <u>2412858; 2392377; 1436994; 2367019; 2360769; 2362945</u></p> <p>Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>LAURA J. TURCZAK</u></p> <p>Internal Address: <u>ALBERTO-CULVER COMPANY</u></p> <p>Street Address: <u>2525 ARMITAGE AVENUE</u></p> <p>City: <u>MELROSE PARK</u> State: <u>IL</u> Zip: <u>60160</u></p>	<p>6. Total number of applications and registrations involved: <u>6</u></p> <p>7. Total fee (37 CFR 3.41).....\$ <u>165.00</u></p> <p><input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>50-0446</u></p>
DO NOT USE THIS SPACE	
<p>9. Signature.</p> <p><u>LAURA J. TURCZAK</u> <u><i>Laura J. Turczak</i></u> <u>8/16/02</u> Name of Person Signing Signature Date</p> <p>Total number of pages including cover sheet, attachments, and document: <u>4</u></p>	

Mail 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 USPTO on August 16, 2002.
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Laura J. Turczak

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ALBERTO-CULVER LAW DEPT.

NO. 2850

P. 2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Registrations 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 Registrant'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 adopted, used and is using the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
AMPLITUDE	2,412,858	December 12, 2000
BATH SECRETS	2,392,377	October 3, 2000
BEAUTY BIZ	1,436,994	April 21, 1987
HOT TONES	2,367,019	July 11, 2000
POWER LIFT	2,360,769	June 20, 2000
STIFF HEAD	2,362,945	June 27, 2000

WHEREAS, Beauty Holding Company, Inc., a Delaware corporation having its principal office at 25 Church Street, Hamilton HM12, Bermuda ("ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledge, ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said marks, together with the good will of the business symbolized by the mark, and the above identified registrations.

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

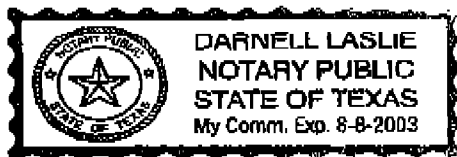
SALLY BEAUTY COMPANY, INC.

By: 
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.




NOTARY PUBLIC

MARK	REG. NO.	REG. DATE
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