

To: (703)306-5995  
From: (708)450-3409

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): ALBERTO-CULVER COMPANY

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

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

2. Name and address of receiving party(ies)  
 Name: BEAUTY HOLDING COMPANY, INC.  
 Internal Address: \_\_\_\_\_  
 Street Address: 25 Church Street  
 City: Hamilton State: \_\_\_\_\_ Zip: HM12 Bermuda

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: 08/21/2002

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) \_\_\_\_\_  
 B. Trademark Registration No.(s) 759,804

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Laura 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: 1

7. Total fee (37 CFR 3.41).....\$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
01-0672

**DO NOT USE THIS SPACE**

9. Signature.  
Laura Turczak Laura Turczak 8/26/02  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

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 the following correspondence and document(s) is being facsimile transmitted TRADEMARK U.S. Patent and Trademark Office, on 8/26/02 REF: 2534 FRAME: 0646

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

In re the Registration of:

Beauty Holding Company, Inc.

Mark: **SECOND CHANCE**

Reg. No.: 759,804

Reg. Date: November 5, 1963

Class: 3

**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 above-referenced mark may be served.

Signed this 21 day of August, 2002.

**BEAUTY HOLDING COMPANY, INC.**

By:   
Lisa J. Marshall  
President

**ASSIGNMENT**

WHEREAS, Alberto-Culver Company, a Delaware corporation, having its principal office at 2525 Armitage Avenue, Melrose Park, Illinois, 60160 ("ASSIGNOR") has adopted, used and is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
<b>SECOND CHANCE</b>	759,804	November 5, 1963

WHEREAS, Beauty Holding Company, Inc., a Delaware corporation having its principal office at 25 Church Street, Hamilton HM 12, 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 mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof, effective as of the date this document is signed below.

Signed at Melrose Park, Illinois, on this 21<sup>st</sup> day of August, 2002.

**ALBERTO-CULVER COMPANY**

By: Gary P. Schmidt  
Gary P. Schmidt  
Vice President

STATE OF ILLINOIS     )  
                                  )  
COUNTY OF DUPAGE    )

ss:

On this 21<sup>st</sup> day of August, 2002, personally appeared Gary P. Schmidt, known to me to be Vice President of Alberto-Culver Company, the above named Assignor, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.



Sandra Grell  
NOTARY PUBLIC

**TRADEMARK**  
**REEL: 2534 FRAME: 0648**