

07-08-2002



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

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

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

1. Name of conveying party(ies): 7.8.02 Gena Laboratories, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State - Texas [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: Styling Technology Corporation Internal Address: Street Address: 7400 East Tierra Buena Lane City: Scottsdale State: AZ Zip: 85260 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] 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 [x] No

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: 12/17/2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,539,994 1,621,862 Additional number(s) attached [x] Yes [] No

6. Total number of applications and registrations involved: 10

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Mark Kremer Internal Address: Street Address: 3130 Wilshire Blvd. Suite 500 Santa Monica CA 90403 City: State: Zip:

7. Total fee (37 CFR 3.41): \$ 265. [] Enclosed [x] Authorized to be charged to deposit account 8. Deposit account number: 032665 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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. Mark Kremer Signature Date 7/5/02 Name of Person Signing Signature Date Total number of pages including cover sheet, attachments, and document:

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

07/09/2002 6TON11 00000039 032665 1539994

01 FC:481 40.00 CH 02 FC:482 25.00 CH

TRADEMARK REEL: 002539 FRAME: 0134

Additional Registration Nos.
1,447,038
1,680,759
1,429,774
1,430,836
1,488,067
1,430,806
1,794,077
846,493

ASSIGNMENT OF TRADEMARKS

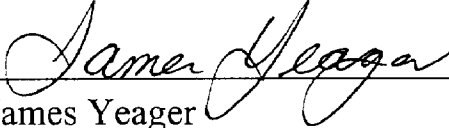
WHEREAS, GENA LABORATORIES, INC, a corporation organized under the laws of the State of Texas, having a place of business at 7400 East Tierra Buena Lane, Scottsdale, Arizona 85260 (the "Assignor"), has adopted and used the trademarks (the "Trademarks") identified on Schedule A attached hereto, and as of the Effective Date of this Assignment was the owner of the registration of such Trademarks.

WHEREAS, STYLING TECHNOLOGY CORPORATION, a corporation organized and existing under the laws of the State of Delaware, having its place of business at 7400 East Tierra Buena Lane, Scottsdale, Arizona 85260 (the "Assignee"), is desirous of acquiring all right, title and interest in and to said Trademarks and the registrations thereof, including all common law and statutory trademark rights related to the Trademarks, together with all goodwill pertaining thereto, effective as of the Effective Date hereof; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of December 17, 2001, said Assignor does hereby assign, sell and transfer unto said Assignee all right, title and interest in and to the said Trademarks, together with: (a) the registrations of said Trademarks, (b) the goodwill of the business symbolized by and associated with said Trademarks and the registrations thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to said Trademarks or the registrations thereof or such associated goodwill.

IN WITNESS WHEREOF, the Assignor, by its duly authorized officer, has executed this Assignment, as an instrument under seal, effective as of December 17, 2001.

Assignor: GENA LABORATORIES, INC.

By: 
James Yeager
Chief Financial Officer

Schedule A

Mark	Registration No.	Registration Date
ACTI-BRUSH	1,539,994	May 23, 1989
GENA	1,621,862	November 13, 1990
PEDI FRESH	1,447,038	July 14, 1987
PEDI ICE	1,680,759	March 24, 1992
PEDI SCRUB	1,429,774	February 24, 1987
PEDI SEPTIC	1,430,836	March 3, 1987
PEDI SOAK	1,488,067	May 17, 1988
PEDI SOFT	1,430,806	March 3, 1987
PERFECT FEET	1,794,077	September 21, 1993
PERFECT NAIL	846,493	March 19, 1968