

07-17-2002

7-17-02



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**TRADEMARKS ONLY**

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

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
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): 7-17-02  
Styling Technology Nail Corporation  
 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: \_\_\_\_\_  
7400 East Tierra Buena Lane  
Street Address: \_\_\_\_\_  
Scottsdale      AZ      85260  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Arizona  
 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: December 17, 2001

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s)  
2,360,244  
Additional number(s) attached  Yes  No

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

6. Total number of applications and registrations involved: .....   
7. Total fee (37 CFR 3.41).....\$ 40.  
 Enclosed  
 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  
Name of Person Signing

Signature

7/15/02  
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

07/17/2002 610N11 00000183 032665 2360244  
01 FC:481 40.00 CH

**TRADEMARK**  
**REEL: 002544 FRAME: 0446**

## ASSIGNMENT

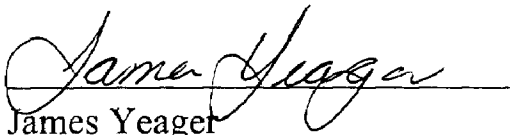
**WHEREAS**, Styling Technology Nail Corporation, a corporation organized and existing under the laws of the State of Arizona, having a place of business at 7400 East Tierra Buena Lane, Scottsdale, Arizona 85260 (the "Assignor"), is the owner of the trademark HERBAL SOFT and U.S. Registration No. 2,360,244 therefore;

**AND 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 rights to the said trademark, 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 trademark, together with: (a) the registrations of said trademark, (b) the goodwill of the business symbolized by and associated with said trademark 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 trademark or the registration 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: STYLING TECHNOLOGY NAIL CORPORATION

By:   
James Yeager  
Chief Financial Officer

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