

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

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

1. Name of conveying party(ies):
Beauty Holding Company, Inc.

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 Systems Group, Inc.**
Internal Address: _____
Address: _____
Street Address: **3900 Morse St.**
City: **Denton** State: **TX** Zip: **76208**

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: **September 19, 2002**

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) **78/086109**
 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 Ave.**
 City: **Melrose Park** State: **IL** Zip: **60160**

6. Total number of applications and registrations involved: 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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

8. Deposit account number:
50-0446

DO NOT USE THIS SPACE

9. Signature.
Laura J. Turczak **Laura J. Turczak** **9/19/02**
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: **2**
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 Assignment Branch of the U.S. Patent and Trademark Office on **9/19/02**

By: **Laura J. Turczak** TRADEMARK
Laura J. Turczak

ASSIGNMENT

WHEREAS, Beauty Holding Company, Inc., a Delaware corporation, having its principal office at 25 Church Street, Hamilton, Bermuda HM12, ("ASSIGNOR") has intended to use the following mark in commerce and has filed an application indicating that intention, but has not yet filed an allegation of use under §§1(c) or 1(d) of the Trademark Act:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
BSG	78/086109	September 28, 2001

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

WHEREAS, Beauty Systems Group, Inc., a Delaware corporation, having its principal office at 3900 Morse Street, Denton, Texas 76208 ("ASSIGNEE"), the successor of the ongoing and existing business (or portion thereof) of Beauty Holding Company, Inc., to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefor:

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

Signed at Hamilton, Bermuda, on this 19 day of September, 2002.

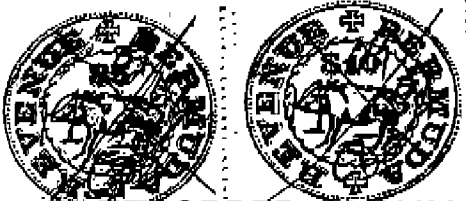
BEAUTY HOLDING COMPANY, INC.

By: *Lisa J. Marshall*
Lisa J. Marshall
President

IN THE CITY OF HAMILTON
IN BERMUDA:

On this 19th day of September, 2002, personally appeared Lisa J. Marshall, to me known and, having been sworn by me, did state to me to be President of Beauty Holding Company Inc., the Assignor named above, and did acknowledge to me that she executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

David Doyle
Notary Public



RECORDED: 09/19/2002

TRADEMARK
REEL: 002548 FRAME: 059738