

To: 703-300-5995  
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.

|   |  |
|---|--|
| <p>1. Name of conveying party(ies):<br/><b>Beauty Holding Company, Inc.</b></p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association<br/> <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership<br/> <input checked="" type="checkbox"/> Corporation-State <b>Delaware</b><br/> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> | <p>2. Name and address of receiving party(ies)<br/>Name: <b>Beauty Systems Group, Inc.</b><br/>Internal Address: _____<br/>Address: _____<br/>Street Address: <b>3900 Morse St.</b><br/>City: <b>Denton</b> State: <b>TX</b> Zip: <b>76208</b></p> <p><input type="checkbox"/> Individual(s) citizenship _____<br/> <input type="checkbox"/> Association _____<br/> <input type="checkbox"/> General Partnership _____<br/> <input type="checkbox"/> Limited Partnership _____<br/> <input checked="" type="checkbox"/> Corporation-State <b>Delaware</b><br/> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br/> (Designations must be a separate document from assignment)<br/> Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> |
| <p>3. Nature of conveyance:<br/> <input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger<br/> <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name<br/> <input type="checkbox"/> Other _____</p> <p>Execution Date: <b>September 19, 2002</b></p>   | <p>4. Application number(s) or registration number(s):<br/> A. Trademark Application No.(s) <b>75/898061</b><br/> B. Trademark Registration No.(s) _____</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:<br/> Name: <b>Laura J. Turczak</b><br/> Internal Address: <b>Alberto-Culver Company</b><br/> Street Address: <b>2525 Armitage Ave.</b><br/> City: <b>Melrose Park</b> State: <b>IL</b> Zip: <b>60160</b></p>   | <p>6. Total number of applications and registrations involved: <b>1</b></p> <p>7. Total fee (37 CFR 3.41).....\$ <b>40.00</b><br/> <input type="checkbox"/> Enclosed<br/> <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number:<br/><b>50-0446</b></p>   |
| <p><b>DO NOT USE THIS SPACE</b></p>   |  |
| <p>9. Signature.<br/> <b>Laura J. Turczak</b>      <i>Laura J. Turczak</i>      <b>9/19/02</b><br/> Name of Person Signing      Signature      Date</p> <p>Total number of pages including cover sheet, attachments, and document: <b>2</b></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 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 adopted, used and is using the following trademark for which an application is pending in the United States Patent and Trademark Office:

| <u>Trademark</u> | <u>Serial No.</u> | <u>Filing Date</u> |
|------------------|-------------------|--------------------|
| <b>BARNUM</b>    | 75/898061         | January 19, 2000   |

WHEREAS, Beauty Systems Group, Inc., a Delaware corporation having its principal office at 3900 Morse Street, Denton, Texas 76208 ("ASSIGNEE"), is desirous of acquiring said mark and the application therefor;

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

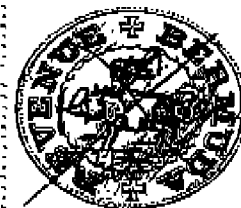
The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to said ASSIGNEE, Beauty Systems Group, Inc.

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 19<sup>th</sup> 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*  
David Doyle  
Notary Public

**TRADEMARK**

REEL: 002548 FRAME 0609

RECORDED: 09/19/2002