



102225219

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: *9-10-02*

ARTEC Systems Group, Inc.
New York Corporation

2. Name and Address of Receiving Party:

L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, New York 10017
Delaware Corporation

3. Nature of Conveyance: Assignment
Execution Date: August 19, 2002

4. Trademark Application Nos.: See attached list

5. Trademark Registration Nos.: See attached list

6. Name and address of party to whom correspondence concerning document should be mailed:

Lisa M. Gigliotti, Esq.
L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, New York, 10017

Total number of registrations/applications involved: 92

Total Fee (37 CFR § 3.41): \$2315.00
Our check no. 1063467 for the amount \$2315.00 is enclosed.

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.

Dated: September 9, 2002

Lisa M. Gigliotti

Total: 24 Pages

09/20/2002 LINELLER 00000217 76005776

01 FC:401 40.00 DP
02 FC:402 2275.00 DP

Trademark Application Nos.:

ACRYLICS	76-085,776
ADHESIVE	76-331,022
ADHESIVESPRAY	76-331,023
AIR HAIR	76-241,543
ART	75-527,087
ARTEC WORLDWIDE	76-180,323
BANG!	76-311,532
BLASTER	76-286,469
BLASTOR	76-286,468
BLOW SERUM	76-282,504
BLOW SILK	76-317,415
COLOR IQ	75-487,964
COLORLAB.USA	76-249,351
CONTROLGEL	76-379,320
DESIGN ONLY (Kiwi)	76-287,206
DETAILER SPRAY	76-282,505
DEVELOPINGS	75-894,505
FABRICATOR	76-380,513
FIBERCATOR	76-373,118
FREAK OUT	76-360,387
FUN MAGIC	76-356,593
JET BLONDES	76-369,384
JET COLOR	76-369,224
JET LIGHTS	76-369,180
JET POWER	76-375,336
JET REDS	76-369,385
KIWI COLOREFLECTOR	76-242,607
KNOWLEDGELAB.USA	76-249,352
LIGHTENING IQ	75-587,211
MAGIC FUN	76-356,594
MAGNIFIER	76-317,414
MANIPULATING WAX	76-282,506
PIECING PASTE	76-338,137
PIGMENTED VS. UNPIGMENTED HAIR COLOR CHOICE SYSTEM FOR PREDICTABLE RESULTS	76-178,886
POPSTAR	76-375,337

Trademark Application Nos. (cont.):

PURE SALON	75-722,067
PURECOLOR	76-224,442
PUREFACE	75-744,352
PUREMAKEUP	76-037,993
RAW FIBER	76-361,020
ROCK-IT SPRAY	76-338,133
ROOT BOOSTER	76-328,038
ROOT ELEVATOR	76-338,138
SHAG	76-286,459
SHAPING FOAM	76-282,507
SHINE WAX	76-282,508
STAINOUT	76-100,584
TEXTUREMOUSSE	76-350,893
TEXTUREPASTE	76-317,413
THE PURE SHOP	75-682,862
TURBO CHARGED COLOR	76-351,318
TURBO CHARGED CONDITIONER	76-351,050
TURBO CHARGED LIGHTENER	76-353,160
TURBO CHARGERS	76-356,606

Trademark Registrations Nos.:

AEROMOUSSE	2,126,197
ARCHI-TEXTURE	1,351,232
ARTEC Stylized	2,269,069
ARTEC	1,981,301
ARTEC	2,241,715
ARTEC	1,949,721
ARTEC	1,711,026
ARTEC COLORIST COLLECTION	1,937,534
ARTEC COLORIST COLLECTION	1,984,155
ARTEC COLORIST COLLECTION	1,693,899
ARTENSILS	1,853,105
COLORIST COLLECTION	2,259,199
CUT TO THE ART	2,238,912
DEPARTMENT STORE APPROACH	2,384,295
ENAMELS	2,445,154
INNER STRUCTURE TREATMENT	2,343,201
M MOISTURE PAC	2,056,041
MATERIAL	2,368,763
PURE ORGANIC PLANT AND FLOWER AROMATHERAPY FOR A MODERN CULTURE	2,496,824
PUREHAIR	2,466,711
PUREHAIR	2,488,410
PUREMIND	2,409,514
SHINE & FRIZZ REPAIR	2,244,051
SMOOTHINGCONDITIONER	2,174,089
SMOOTHINGSERUM	2,175,857
SMOOTHINGSHAMPOO	2,175,859
SPALINE.	2,449,603
TEXTUREFREEZE	2,532,366
TEXTUREGEL	2,116,864
TEXTURELINE	2,239,453
TEXTURELINE	2,116,902
TEXTURESHINE	2,219,256
TEXTURESMOOTH	2,582,579
TEXTURSPRAY	2,201,778
THE PURE SHOP	2,483,792
VOLUMECONDITIONER	2,172,052
VOLUMEGEL	2,175,801
VOLUMESHAMPOO	2,174,090

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and executed effective as of August 19, 2002, by ARTEc Systems Group, Inc., a New York corporation ("Assignor"), in favor of L'Oréal USA Creative, Inc., a Delaware corporation ("Assignee"), pursuant to the Asset Purchase Agreement, dated as of July 15, 2002 (the "Asset Purchase Agreement"), among L'Oréal USA, Inc., Assignor, Leland Hirsch and Carmine (Michael) Mazzei. Capitalized terms used in this Assignment that are not defined herein have the respective meanings ascribed to them in the Asset Purchase Agreement.

WHEREAS, Assignor is the owner of the trademarks, service marks, trademark registrations, service mark registrations, trademark applications and service mark applications listed on Exhibit A attached hereto and made a part hereof (collectively, the "Trademarks"), as well as the good will associated with, corresponding to, symbolized by and embodied in the Trademarks;

NOW THEREFORE, in consideration of the above premises, the covenants contained in the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby agrees as follows:

1. Transfer of Trademarks. Assignor hereby assigns to Assignee and its successors and assigns Assignor's entire right, title and interest in and to (i) the Trademarks and all registrations thereof and applications therefor, together with all of the goodwill associated with, corresponding to, symbolized by and embodied in the Trademarks, and (ii) any and all related service mark rights and/or interests owned or held by Assignor, including without limitation common law rights, tag lines, product names and slogans, together with all of the goodwill associated with, corresponding to, symbolized by and embodied in such rights and/or interests. The assignment includes the entire portion of the business of the Assignor to which the marks pertain.

2. Recordation of Assignment. At the sole expense of Assignee, Assignor will cooperate with Assignee to record this Assignment with the United States Patent and Trademark Office and with all other appropriate governmental entities in all jurisdictions as may be reasonably requested by Assignee. In addition, at the sole expense of Assignee, Assignor shall execute such other documents and perform such other acts as may reasonably be requested by Assignee to effect the terms of this Assignment, including without limitation the execution and filing of assignment forms in accordance with the laws and policies of jurisdictions outside the United States.

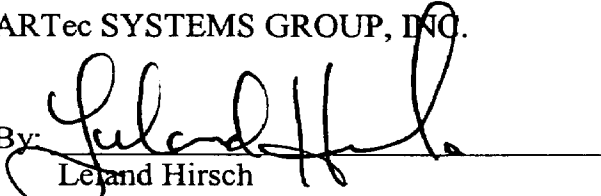
3. Miscellaneous. This Assignment is executed and delivered in connection with the transactions contemplated by the Asset Purchase Agreement, and the parties acknowledge that the terms of this Assignment will be interpreted and construed in accordance with the terms of the Asset Purchase Agreement.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks effective as of the date first above written.

ARTEC SYSTEMS GROUP, INC.

By:



Leland Hirsch
President

EXHIBIT A**TRADEMARKS**

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
ACRYLICS	U.S.A.	76/085,776 (7/10/00)		Pending
ADHESIVE	U.S.A.	76/331,022 (10/29/01)		Pending
ADHESIVESPRAY	U.S.A.	76/331023 (10/29/01)		Pending
AEROMOUSSE	U.S.A.	75/087,268 (4/12/96)	2,126,197 (12/30/97)	Registered
AEROSHAPE	U.S.A.	75/087,176 (4/12/96)		Abandoned
AIR HAIR	U.S.A.	76/241,543 (4/16/01)		Pending
ARCHI-TEXTURE	U.S.A.	509,824 (11/20/84)	1,351,232 (7/30/85)	Registered
ARCHI-TEXTURE	Canada	537,992 (3/18/85)	TMA316,841 (8/1/86)	Registered
ARCHITEXTURE	Canada	622,052 (12/29/88)	TMA362,398 (11/3/89)	Registered
AROMALINE	U.S.A.	75/434775 (2/17/98)		Abandoned
ART	U.S.A.	75/527,087 (7/27/98)		Pending
ARTEC	U.S.A.	74/040,610 (3/21/90)	1,711,026 (9/1/92)	Registered
ARTEC	U.S.A.	74/800,246 (3/21/90)	1,949,721 (1/16/96)	Registered
ARTEC	U.S.A.	75/005,628 (10/13/95)	1,981,301 (6/18/96)	Registered
ARTEC	U.S.A.	75/005,627 (10/13/95)	2,241,715 (4/27/99)	Registered
ARTEC & Design	U.S.A.	75/527,088 (7/27/98)	2,269,069 (8/10/99)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
ARTEC	Australia	660452 Cl. 3 (5/8/95)	660452 (5/8/95)	Registered
ARTEC	Australia	660453 Cl. 21 (5/8/95)	660453 (5/8/95)	Registered
ARTEC	Austria	AM5979/95 (10/23/95)	165795 (8/20/96)	Registered
ARTEC & Design	Belarus	19990921 (6/28/99)		Pending
ARTEC	Benelux	832728 Cl.3/21/26 (8/25/94)	557010 (8/25/94)	Registered
ARTEC	Canada	738739 (10/8/93)	TMA476,758 (5/23/97)	Registered
ARTEC	CTM	2497592 (12/11/01)		Pending
ARTEC & Design	Denmark	VA04.368 1997 (9/5/97)	UR 00.972 1998 (2/27/98)	Registered
ARTEC	Finland	T199506044 (10/20/95)	202540 (10/31/96)	Registered
ARTEC	France	94/534035 Cl. 3/21/26 (8/26/94)	94534035 (8/26/94)	Registered
ARTEC	Germany	A57815/3Wz Cl. 3/21 (9/21/94)	2907387 (6/1/95)	Registered
ARTEC & Design	Greece	134.666 (10/3/97)	134.666 (5/18/99)	Registered
ARTEC & Design	Hungary	M9901222 (3/16/99)	160 354 (4/6/00)	Registered
ARTEC & Design	Iceland	1174/1997 (8/28/97)	1423/1997 (10/27/97)	Registered
ARTEC	Israel	105,827 (6/18/96)	105,827 (12/4/97)	Registered
ARTEC	Italy	RM94C004001 Cl. 3/21 (9/9/94)	689696 (10/16/96)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
ARTEC	Italy	MI2002C- 003475 (4/5/02)		Pending
ARTEC	Lebanon	96-01-0484413 (7/30/99)	80571 (7/30/99) (Certificate of Registration not yet received)	Registered
ARTEC	Mexico	188040 (1/14/94)	524829 (6/28/96)	Registered
ARTEC	Morocco		71.071 (10/8/99)	Registered
ARTEC (Class 3)	New Zealand	250,929 (7/6/95)	250,929 (7/6/95)	Registered
ARTEC (Class 21)	New Zealand	250930 (7/6/95)	250,930 (7/6/95)	Registered
ARTEC & Design	Norway	199810415 (11/18/98)	198485 (7/16/99)	Registered
ARTEC & Design	Poland	Z-199539 (3/23/99)		Pending
ARTEC & Design	Portugal	336695 (4/26/99)	336695 (11/25/99)	Registered
ARTEC & Design	Russia	99710802 (7/13/99)		Pending
ARTEC	Spain	1969918 (6/8/95)	1969918 (10/21/96)	Registered
ARTEC	Sweden	95-12059 (10/23/95)	312548 (5/3/96)	Registered
ARTEC	Switzerland	11869/1995 (10/12/95)	433576 (10/12/95)	Registered
ARTEC & Design	Taiwan	(87)056827 (11/25/98)	896,490 (7/16/00)	Registered
ARTEC & Design	Tangiers	16.431 (10/26/99)	16.431 (10/26/99)	Registered
ARTEC	Ukraine	T-2945 (12/18/01)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
ARTEC & Design	United Arab Emirates	31974 (6/21/99)		Pending
ARTEC	United Kingdom	1584181 Cl. 3 (9/3/94)	1584181 (2/3/96)	Registered
ARTEC	United Kingdom	1584182 Cl. 21 (9/3/94)	1584182 (2/3/96)	Registered
ARTEC COLORIST COLLECTION	U.S.A.	74/042,614 (3/26/90)	1,693,899 (6/16/92)	Registered
ARTEC COLORIST COLLECTION	U.S.A.	74/800,250 (3/26/90)	1,937,534 (11/21/95)	Registered
ARTEC COLORIST COLLECTION	U.S.A.	74/705,233 (7/20/95)	1,984,155 (7/2/96)	Registered
ARTEC COLORIST COLLECTION	U.S.A.	75/005,626 (10/13/95)		Abandoned
ARTEC COLORIST COLLECTION & Design	Czech Republic	141,318 (3/26/99)	226,759 (9/21/00)	Registered
ARTEC TEXTURELINE	El Salvador	011996004855 (10/23/96)	93 Book 97 (9/28/99)	Registered
ARTEC WORLDWIDE	U.S.A.	76/180,323 (12/13/00)		Pending
ARTENSILS	U.S.A.	355,164 (2/3/93)	1,853,105 (9/6/94)	Registered
ARTEXTURE	U.S.A.	75/066,025 (3/1/96)		Abandoned
BANG!	U.S.A.	76/311,532 (9/10/01)		Pending
BLASTER	U.S.A.	76/286,469 (7/17/01)		Pending
BLASTOR	U.S.A.	76/286,468 (7/17/01)		Pending
BLOW SERUM	U.S.A.	76/282,504 (7/9/01)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
BLOW SILK	U.S.A.	76/317,415 (9/26/01)		Pending
COLOR IQ	U.S.A.	75/487,964 (5/19/98)		Pending
COLOR IQ	Australia	778285 (11/13/98)	778285 (4/13/99)	Registered
COLOR IQ	Canada	896550 (11/16/98)		Pending
COLOR IQ	CTM	984955 (12/12/98)		Abandoned
COLOR IQ	Iceland	2556/1998 (11/13/98)	440/1999 (4/28/99)	Registered
COLOR IQ	Israel	123854 (11/13/98)	123854 (11/4/99)	Registered
COLOR IQ	Mexico	354 346 (11/16/98)	602315 (2/26/99)	Registered
COLOR IQ	New Zealand	301247 (11/12/98)	301247 (5/11/99)	Registered
COLOR IQ	Norway	199810414 (11/18/98)	198864 (8/19/99)	Registered
COLOR IQ	Switzerland	09359/1998 (11/12/98)	460999 (5/5/99)	Abandoned - (L'Oreal Opposition)
COLORLAB.USA (Class 41)	U.S.A.	76/249,351 (5/1/01)		Pending
COLORIST COLLECTION	U.S.A.	75/457,668 (3/26/98)	2,259,199 (7/6/99)	Registered
COLORIST COLLECTION	ITALY	MI2002C- 003474 (4/5/02)		Pending
CONDITIONINGS	U.S.A.	75/894,504 (1/11/00)		Abandoned
CONTROLGEL	U.S.A.	75/611,230 (12/23/98)		Abandoned
CONTROLGEL	U.S.A.	76/379,320 3/7/02		

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
CUT TO THE ART	U.S.A.	75/457,666 (3/26/98)	2,238,912 (4/13/99)	Registered
DEPARTMENT STORE APPROACH	U.S.A.	75/506,913 (6/22/98)	2,384,295 (9/5/00)	Registered
DETAILER SPRAY	U.S.A.	76/282,505 (7/9/01)		Pending
DEVELOPINGS	U.S.A.	75/894,505 (1/11/00)		Pending
ENAMELS	U.S.A.	75/744,619 (7/7/99)	2,445,154 (4/17/01)	Registered
ENAMELS	Australia	825799 (3/1/00)	825799 (3/7/01)	Registered
ENAMELS	Belarus	20000262 (3/1/00)		Pending
ENAMELS	Canada	1048678 (3/1/00)		Pending
ENAMELS	CTM	1482751 (1/28/00)	1482751 (11/12/01)	Registered
ENAMELS	Iceland	777/2000 (2/29/00)	886/2000 (8/1/00)	Registered
ENAMELS	Israel	135666 (3/9/00)	135666 (01/02/02)	Registered
ENAMELS	Japan	2000-043722 (4/24/00)		Pending
ENAMELS	Lebanon	96-01-0769195 (5/29/00)	83738 (5/30/00)	Registered
ENAMELS	Mexico	414164 (3/6/00)		Pending
ENAMELS	Morocco	72.658 (3/1/00)	72.658 (3/1/00)	Registered
ENAMELS	New Zealand	609415 (2/29/00)	609415 (11/9/01)	Registered
ENAMELS	Norway	2000.02246 (2/29/00)	203 805 (7/20/00)	Registered
ENAMELS	Poland	Z-214 712 (3/3/00)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
ENAMELS	Russia	2000704350 (31/3/00)		Pending
ENAMELS	Switzerland	02292/2000 (2/29/00)	474 485 (8/18/00)	Registered
ENAMELS	Taiwan	(89) 011018 (3/3/00)	952363 (8/1/01)	Registered
ENAMELS	Tangier Zone	N/A	17.151 (3/7/00)	Registered
ENAMELS	Ukraine	T-2946 (12/18/01)		Pending
ENAMELS	United Arab Emirates	35744 (4/8/00)		Pending
FABRICATOR	U.S.A.	76/380,513 (2/20/02)		Pending
FIBERCATOR	U.S.A.	76/373,118 (2/20/02)		Pending
FOIL	U.S.A.	74/494,700 (2/28/94)		Abandoned
FREAK OUT	U.S.A.	76/360,387 (1/18/02)		Pending
FUN MAGIC	U.S.A.	76/356,593 (1/8/02)		Pending
INNER STRUCTURE TREATMENT	U.S.A.	75/679,763 (4/12/99)	2,343,201 (4/18/00)	Registered
INTENSIFIED COLOR	U.S.A.	75/380,380 (10/28/97)		Abandoned
INTENSIFIED LIGHTENING	U.S.A.	75/411,701 (12/29/97)		Abandoned
JET BLONDES	U.S.A.	76/369,384 (2/11/02)		Pending
JET COLOR	U.S.A.	76/369,224 (2/11/02)		Pending
JET LIGHTS	U.S.A.	76/369,180 (2/11/02)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
JET POWER	U.S.A.	76/375,336 (2/25/02)		Pending
JET REDS	U.S.A.	76/369,385 (2/11/02)		Pending
KIWI COLOREFLECTOR	U.S.A.	76/242,607 (4/18/01)		Pending
KIWI DESIGN	U.S.A.	76/287,206 (7/18/01)		Pending
KIWI NATURALS	U.S.A.	76/275,035 (6/20/01)		Abandoned
KNOWLEDGELAB.USA	U.S.A.	76/249,352 (5/1/01)		Pending
LACQUERS	U.S.A.	75/856,423 (11/23/99)		Abandoned and Re-Filed
LACQUERS	U.S.A.	76/289,952 (7/25/01)		Abandoned
LACQUERS	BELARUS	20000675 (5/19/00)		Pending
LACQUERS	CANADA	1059742 (5/18/00)		Pending
LACQUERS	CTM	1663103 (5/18/00)	1663103 (9/13/01)	Registered
LACQUERS	CZECH REPUBLIC	156528 (6/16/00)	233 837 (8/13/01)	Registered
LACQUERS	ICELAND	1813/2000 (5/18/00)	1339/2000 (11/1/00)	Registered
LACQUERS	ISRAEL	137887 (5/21/00)	137887 (9/5/01)	Registered
LACQUERS	LEBANON	96-01-0769176 (5/18/00)		Pending
LACQUERS	MEXICO	426839 (5/23/00)	675411 (10/23/00)	Registered
LACQUERS	MOROCCO	73.577 (5/22/00)	73.577 (5/22/00)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
LACQUERS	NEW ZEALAND	614868 (5/18/00)	614868 (11/23/99) (based on convention priority)	Registered
LACQUERS	NORWAY	200005836 (5/19/00)	206328 (12/28/00)	Registered
LACQUERS	POLAND	Z-218.621 (5/19/00)		Pending
LACQUERS	RUSSIAN FEDERATION	2000711692 (5/19/00)		Abandoned
LACQUERS	SWITZERLAND	05922/2000 (5/18/00)		Abandoned
LACQUERS	TAIWAN	(89)028329 (5/20/00)		Abandoned
LACQUERS	TANGIER ZONE	17.545 (5/22/00)	17.545 (5/22/00)	Registered
LACQUERS	UAE	36374 (5/21/00)	27349 (5/2/01)	Registered
LIGHTENINGS	U.S.A.	75/894,506 (1/11/00)		Abandoned
LIGHTENING IQ	U.S.A.	75/587,211 (11/12/98)		Pending
LIGHTENING IQ	Australia	794455 (5/18/99)	794455 (4/6/00)	Registered
LIGHTENING IQ	Canada	1014985 (5/11/99)		Pending
LIGHTENING IQ	CTM	1169101 (5/11/99)	1169101 (7/31/00)	Registered
LIGHTENING IQ	MEXICO	374873 (5/12/99)	619048 (8/25/99)	Registered
LIGHTENING IQ	New Zealand	309283 (5/11/99)	309283 (11/12/98 - convention priority)	Registered
LIGHTENING IQ	Norway	199907919 (8/6/99)	200550 (11/26/99)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
LIGHTENING IQ	SWITZERLAND	04130/1999 (5/11/99)	465230 (9/24/99)	Registered
MAGIC FUN	U.S.A.	76/356,594 (1/8/02)		Pending
MAGNIFIER	U.S.A.	76/317,414 (9/26/01)		Pending
MANIPULATING WAX	U.S.A.	76/282,506 (7/9/01)		Pending
MATERIAL	U.S.A.	75/797,818 (9/13/99)	2,368,763 (7/18/00)	Registered
MATERIAL	AUSTRALIA	862423 (1/9/01)	862423 (1/9/01)	Registered
MATERIAL	BELARUS	20010068 (1/12/01)		Pending
MATERIAL	ICELAND	141/2001 (1/9/01)		Pending
MATERIAL	ISRAEL	145685		Abandoned
MATERIAL	LEBANON	96-01-0771707 (1/10/01)		Pending
MATERIAL	MOROCCO	76.272 (2/8/01)	76272 (2/8/01)	Registered
MATERIAL	NEW ZEALAND	630453 (1/8/01)	630453 (7/12/01)	Registered
MATERIAL	NORWAY	2001.00578 (1/9/01)		Abandoned
MATERIAL	POLAND	Z-229 942 (1/10/01)		Pending
MATERIAL	RUSSIA	(1/9/01)		Pending
MATERIAL	SWITZERLAND	00553/2001 (1/12/01)	486 817 (7/12/01)	Registered
MATERIAL	TAIWAN	(90)000789 (1/10/01)	987060 (3/1/02)	Registered
MATERIAL	TANGIERS	18.934 (2/8/010)	18.934 (2/8/01)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
M MOISTURE PAC	U.S.A.	74/655,334 (4/25/95)	2,056,041 (4/22/97)	Registered
PIECING PASTE	U.S.A.	76/338,137 (11/15/01)		Pending
PIGMENTED VS. UNPIGMENTED HAIR COLOR CHOICE SYSTEM FOR PREDICTABLE RESULTS	U.S.A.	76/178,886 (12/11/00)		Pending
POPSTAR	U.S.A.	76/375,337 (2/25/02)		Pending
PURECOLOR	U.S.A.	76/224442 (3/14/01)		Pending
PUREFACE	U.S.A.	75/744,352 (7/7/99)		Pending
PUREHAIR	U.S.A.	75/980,439 (4/1/99)	2,466,711 (7/3/01)	Registered
PUREHAIR	U.S.A.	75/672,538 (4/1/99)	2,488,410 (9/11/01)	Registered
PUREHAIR	AUSTRALIA	810453 (10/14/99)	810453 (11/8/01)	Registered
PUREHAIR	BELARUS	19991463 (10/15/99)		Pending
PUREHAIR	CANADA	1032578 (10/14/99)		Pending
PUREHAIR	CTM	1169127 (5/11/99)	1169127 (2/19/01)	Registered
PUREHAIR	ICELAND	3032/1999 (10/14/99)	9/2002 (1/3/02)	Registered
PUREHAIR	ISRAEL	131449 (10/14/99)	131449 (12/6/00)	Registered
PUREHAIR	JAPAN	2000-043721 (4/24/00)	4,575,570 (6/7/02)	Registered
PUREHAIR	LEBANON	81335 (10/15/99)	81355 (10/15/99)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
PUREHAIR (Class 21)	MEXICO	397628 (11/4/99)	635631 (12/1/99)	Registered
PURE HAIR (Class 3)	MEXICO	397635 (11/4/99)	635635 (12/1/99)	Registered
PURE HAIR	MOROCCO		71143 (10/15/99)	Registered
PUREHAIR	NEW ZEALAND	600910 (10/14/99)	600910 (10/14/99)	Registered
PUREHAIR	NORWAY	199910591 (10/14/99)	211591 (11/8/01)	Registered
PUREHAIR	POLAND	Z-208 523 (10/15/99)		Pending
PUREHAIR	RUSSIA	99716710 (10/14/99)	197749 (12/18/00)	Registered
PUREHAIR	SWITZERLAND	09420/1999 (10/19/99)	473353 (6/16/00)	Registered
PUREHAIR	TAIWAN	(88)050795 (10/15/99)	9396592 (5/1/01)	Registered
PUREHAIR	TANGIERS	16.367 (10/15/99)	16.367 (10/15/99)	Registered
PUREHAIR	Ukraine	T-2947 (12/18/01)		Pending
PUREMAKEUP	U.S.A.	76/037,993 (5/1/00)		Pending
PUREMIND	U.S.A.	75/744,572 (7/7/99)	2,409,514 (11/28/00)	Registered
PURE ORGANIC PLANT AND FLOWER AROMATHERAPY FOR A MODERN CULTURE	U.S.A.	75/709,333 (5/19/99)	2,496,824 (10/9/01)	Registered
PURE SALON	U.S.A.	75/722,067 (6/4/99)		Pending
RAW FIBER	U.S.A.	76/361,020 (1/18/02)		Pending
ROCK-IT SPRAY	U.S.A.	76/338,133 (11/15/01)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
ROOT BOOSTER	U.S.A.	76/328038 (10/22/01)		Pending
ROOT ELEVATOR	USA	76/338138 (11/15/01)		Pending
SHAG	U.S.A.	76/286,459 (7/17/01)		Pending
SHAG	AUSTRALIA	900799 (1/18/02)		Pending
SHAG	CANADA	1128822 (1/23/02)		Pending
SHAG	CTM	(1/18/02)		Pending
SHAG	ICELAND	165/2002 (1/18/02)		Pending
SHAG	JAPAN	2002-002634 (1/18/02)		Pending
SHAG	NEW ZEALAND	651307 (1/18/02)		Pending
SHAG	NEW ZEALAND	651308 (1/18/02)		Pending
SHAG	NORWAY	2002-01-22 (1/22/02)		Pending
SHAG (Class 3)	TAIWAN	(91)003093 (1/24/02)		Pending
SHAG (Class 21)	TAIWAN	(91)003092 (1/24/02)		Pending
SHAPING FOAM	U.S.A.	76/282,507 (7/9/01)		Pending
SHINE & FRIZZ REPAIR	U.S.A.	75/457,669 (3/26/98)	2,244,051 (5/4/99)	Registered
SHINE WAX	U.S.A.	76/282,508 (7/9/01)		Pending
SMOOTHING- CONDITIONER & Design	U.S.A.	75/273,916 (4/14/97)	2,174,089 (7/14/98)	Registered
SMOOTHING-SERUM & Design	U.S.A.	75/273,915 (4/14/97)	2,175,857 (7/21/98)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
SMOOTHING-SHAMPOO & Design	U.S.A.	75/275,692 (4/14/97)	2,175,859 (7/21/98)	Registered
SPALINE & Design	U.S.A.	75/511,790 (7/1/98)	2,449,603 (5/8/01)	Registered
SPALINE & Design	Australia	778286 (11/13/98)	778286 (5/5/99)	Registered
SPALINE & Design	Canada	896551 (11/16/98)	TMA546398 (6/8/01)	Registered
SPALINE & Design	CTM	000989236 (11/19/98)		Pending
SPALINE & Design	Iceland	2555/1998 (11/13/98)		Pending
SPALINE & Design	Israel	123855 (11/13/98)	123855 (11/4/99)	Registered
SPALINE & Design	Mexico	354345 (11/16/98)	602793 (3/23/99)	Registered
SPALINE & Design	New Zealand	301246 (11/12/98)	301246 (5/11/99)	Registered
SPALINE & Norway	Norway	1998 10413 (11/18/98)		Abandoned
SPALINE & Design	Switzerland	09360/1998 (11/12/98)	464277 (8/24/99)	Registered
SPALINE & Design	Taiwan	(89) 011017 (3/3/00)	952362 (8/1/01)	Registered
STAINOUT	U.S.A.	76/100,584 (8/1/00)		Pending
STYLE TRUTH	U.S.A.	75/657,346 (3/10/99)		Abandoned
TEXTUREFIXXE CREME	U.S.A.	75/087,266 (4/12/96)		Abandoned
TEXTUREFREEZE	U.S.A.	75/351,467 (9/4/97)	2,532,366 (1/22/02)	Registered
TEXTUREGEL	U.S.A.	75/087,267 (4/12/96)	2,116,864 (11/25/97)	Registered
TEXTURELINE	U.S.A.	75/100,421 (5/9/96)	2,116,902 (11/25/97)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
TEXTURELINE	U.S.A.	75/247,090 (2/24/97)	2,239,453 (4/13/99)	Registered
TEXTURELINE	Australia	720204 (10/22/96)	720204 (9/5/97)	Registered
TEXTURELINE	Belarus	19990920 (6/28/99)	14407 (10/22/01)	Registered
TEXTURELINE	Canada	826517 (10/22/96)	521,711 (1/18/00)	Registered
TEXTURELINE	CTM	398297 (10/22/96)	398297 (1/27/99)	Registered
TEXTURELINE	Hungary	M9901221 (3/26/99)	160 353 (4/6/00)	Registered
TEXTURELINE	Iceland	1175/1997 (8/28/97)	1424/1997 (10/27/97)	Registered
TEXTURELINE	Israel	108203 (10/25/96)	108,203 (12/4/97)	Registered
TEXTURELINE	Japan	160,567 (9/19/97)	4,221,844 (12/28/98)	Registered
TEXTURELINE	Lebanon			
TEXTURELINE	Morocco		71.072 (10/8/99)	Registered
TEXTURELINE	Norway	96.6498 (1/23/96)	184.285 (8/14/97)	Registered
TEXTURELINE	New Zealand	268,518 (10/22/96)	268518 (8/26/97)	Registered
TEXTURELINE	Poland	Z-199538 (3/23/99)		Pending
TEXTURELINE	Russia	99709733 (6/25/99)	198220 (12/28/00)	Registered
TEXTURELINE	Switzerland	07822/1996 (10/24/96)	439867 (10/24/96)	Registered
TEXTURELINE	Taiwan	87056828 (11/25/98)	896,491 (7/16/00)	Registered
TEXTURELINE	Tangiers	16.432 (10/26/99) (3/23/99)	16.432 (10/26/99)	Registered

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
TEXTURELINE	Ukraine	T-2948 (12/18/01)		Pending
TEXTURELINE	United Arab Emirates	31975 (6/21/99)	23905 (2/29/00)	Registered
TEXTUREMOUSSE	U.S.A.	75/487,965 (5/19/98)		Abandoned and Re- Filed
TEXTUREMOUSSE	U.S.A.	76/350,893 (12/20/01)		Pending
TEXTURESHINE	U.S.A.	75/087,440 (4/12/96)	2,219,256 (1/19/99)	Registered
TEXTURE - SMOOTH	U.S.A.	75/480,082 (5/6/98)		Pending
TEXTURESPRAY	U.S.A.	75/101,447 (5/9/96)	2,201,778 (11/3/98)	Registered
TEXTURESPRITZ	U.S.A.	75/324,201 (7/14/97)		Abandoned
TEXTUREPASTE	U.S.A.	76/317,413 (9/26/01)		Pending
THE INTELLIGENT HAIRCOLOR	U.S.A.	75/511,787 (7/1/98)		Abandoned
THE INTELLIGENT LIGHTENER	U.S.A.	75/603,043 (12/9/98)		Abandoned
THE INTELLIGENT RECONSTRUCTOR	U.S.A.	75/665,356 (3/22/99)		Abandoned
THE PURESHOP	U.S.A.	75/672,539 (4/1/99)		Abandoned
THE PURE SHOP	U.S.A.	75/682,862 (4/15/99)		Pending
THE PURE SHOP	U.S.A.	75/980,732 (4/15/99)	2,483,792 (8/28/01)	Registered
THE PURE SHOP	Australia	810452 (10/14/99)	810452 (4/6/00)	Registered
THE PURE SHOP	Belarus	19991464 (10/15/99)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
THE PURE SHOP	Canada	1013861 (4/30/99)	562331 (5/22/02)	Registered
THE PURE SHOP	CTM	1169069 (5/11/99)	1169069 (8/1/00)	Registered
THE PURE SHOP	Iceland	3031/1999 (10/14/99)	45/2000 (1/4/00)	Registered
THE PURE SHOP	Israel	131450 (10/14/99)	131450 (3/5/01)	Registered
THE PURE SHOP	Lebanon			Pending
THE PURE SHOP	Mexico	375105 (5/13/99)	613003 (5/31/99)	Registered
THE PURE SHOP	Mexico	375108 (5/13/99)	638057 (1/25/00)	Registered
THE PURE SHOP	Morocco	71144 (10/15/99)	71144 (10/15/99)	Registered
THE PURE SHOP	New Zealand	600911 (10/14/99)	600911 (12/7/00)	Registered
THE PURE SHOP	Norway	199910590 (10/14/99)	205761 (11/22/00)	Registered
THE PURE SHOP	Poland	Z-208,524 (10/15/99)		Pending
THE PURE SHOP	Russia	99716729 (10/14/99)		Pending
THE PURE SHOP	Switzerland	09251/1999 (10/14/99)	470 949 (3/29/00)	Registered
THE PURE SHOP	Taiwan	(88)050796 (10/15/99)	937482 (4/1/01)	Registered
THE PURE SHOP	Tangiers	16.366 (10/15/99)	16.366 (10/15/99)	Registered
TREATMENT IQ	U.S.A.	75/626,656 (1/25/99)		Abandoned
TURBO CHARGERS	U.S.A.	76/356,606 (1/9/02)		Pending
TURBO CHARGED COLOR	U.S.A.	76/351,318 (12/20/01)		Pending

Trademark	Country	Ser. No. (Fil. Dt.)	Reg. No. (Reg. Dt.)	Status
TURBO CHARGED CONDITIONER	U.S.A.	76/351,050 (12/20/01)		Pending
TURBO CHARGED LIGHTENER	U.S.A.	76/353,160 (12/20/01)		Pending
UP DO	U.S.A.	76/171,946 (11/28/00)		Abandoned
VOLUME- CONDITIONER (STYLIZED)	U.S.A.	75/274,125 (4/14/97)	2,172,052 (7/7/98)	Registered
VOLUMEGEL	U.S.A.	75/087,441 (4/12/96)	2,175,801 (7/21/98)	Registered
VOLUME-SHAMPOO (STYLIZED)	U.S.A.	75/274,144 (4/14/97)	2,174,090 (7/14/98)	Registered
ZERO RESIDUE	U.S.A.	75/856,424 (11/23/99)		Abandoned and Re-Filed
ZERO RESIDUE	U.S.A.	76/295,000 (8/2/01)		Abandoned
ARTEC	New York		R-28122 10/19/95	Registered
ARTEC COLORIST COLLECTION	New York		R-28121 10/19/95	Registered
KIWI SHAMPOO				Unregistered
KIWI CONDITIONER				Unregistered