

09-20-2002



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REGISTRATION FORM COVER SHEET  
TRADEMARKS ONLY

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.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>1. Name of conveying party(ies):<br/>Mandalay Point, Inc. <i>09-17-02</i></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 - Iowa<br/> <input type="checkbox"/> Other:</p> <p>Additional name(s) of conveying party(ies) attached?      <input type="checkbox"/> Yes<br/> <input checked="" type="checkbox"/> No</p> |  | <p>2. Name and address of receiving party(ies):<br/>Name: <u>Goody Products, Inc.</u></p> <p>Street Address: <u>600 Westpark Drive</u></p> <p>City: <u>Peachtree City</u><br/> State: <u>Georgia</u>      Zip: <u>30269</u></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: <u>Delaware</u><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<br/> (Designations must be a separate document from assignment)      <input type="checkbox"/> No<br/> Additional name(s) &amp; address(es) attached?      <input type="checkbox"/> Yes      <input checked="" type="checkbox"/> No</p> |  |
| <p>3. Nature of Conveyance:</p> <p><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: <u>August 8, 2002</u></p>                                                                                                                                                                                                                    |  | <p>4. Application Number(s) or Registration Number(s):</p> <p>A. Trademark Application No.(s):<br/> 78/022,986      78/106,980<br/> 78/022,990      78/107,004<br/> 78/106,978      78/106,985</p> <p>Additional numbers attached?      <input type="checkbox"/> Yes      <input checked="" type="checkbox"/> No</p> <p>B. Trademark Registration No.(s):<br/> <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:</p> <p>Name: <u>Jill Anderfuren</u><br/> <u>Marshall, Gerstein &amp; Borun</u></p> <p>Internal Address: Atty. Dkt.: <u>29621/10032</u></p> <p>Street Address: <u>6300 Sears Tower</u><br/> <u>233 South Wacker Drive</u></p> <p>City: <u>Chicago</u>      State: <u>IL</u>      Zip: <u>60606-6357</u></p>                                                                                                                       |  | <p>6. Total Number of applications and registrations involved: _____</p> <p>7. Total fee (37 CFR 3.41)      \$ <u>165.00</u></p> <p><input checked="" type="checkbox"/> Enclosed<br/> <input type="checkbox"/> Authorized to be charged to Deposit Account<br/> <input type="checkbox"/> Authorized to be charged to credit card<br/> (Form 2038 enclosed)</p> <p>8. Deposit account number: <u>13-2855</u><br/> (Attach duplicate copy of this page if paying by deposit account)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |
| <b>DO NOT USE THIS SPACE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
| <p>9. Statement and signature:<br/> <i>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.</i></p> <p><u>Jill Anderfuren</u>      <i>Jill Anderfuren</i>      <u>September 17, 2002</u><br/> Name of Person Signing      Signature      Date</p> <p>Total number of pages including cover sheet, attachments, and document: <u>3</u></p>                                                                                     |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |

FINANCE SECTION  
SEP 17 AM 11:00  
RECORDS

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV180481068, in an envelope addressed to: Box Assignments, Commissioner for Patents, Washington, D.C. 20231, on the date shown below.

Dated: September 17, 2002      Signature: *Richard Zimmerman*      (Richard Zimmerman)

09/19/2002 DATE TIME 00000220 78022986

01 FC:481      40.00 OP  
02 FC:482      125.00 OP

TRADEMARK  
REEL: 002584 FRAME: 0348

## Trademark Assignment

WHEREAS, Mandalay Point, Inc., an Iowa Corporation, with an address of P.O. Box 778, Fairchild, IA 52556 ("Assignor"), owns and has a *bona fide* intent to use the Marks on Schedule A ("the Marks") in connection with the goods as listed therein.

WHEREAS, Assignor has applied to register the Marks on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Marks in commerce in connection with the goods, as shown on Schedule A; and

WHEREAS, Goody Products, Inc., a Delaware Corporation, with an address of 600 Westpark Drive, Peachtree City, Georgia 30269 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Marks and the pending Applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks and any pending Applications therefor, together with that portion of Assignor's business, in connection with which it has a *bona fide* intent to use the Marks.

Mandalay Point, Inc.

By: 

Name: Martha Kelsey

Title: President

Dated effective as of: August 8, 2002

TRADEMARK

REEL: 002584 FRAME: 0349

## **SCHEDULE A**

| <b><u>Mark</u></b> | <b><u>Serial No.</u></b> | <b><u>Filing Date</u></b> | <b><u>Goods</u></b>                                                                                                               |
|--------------------|--------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| ROLLER BABE        | 78/022,986               | 08/25/00                  | Non-electric hair curlers                                                                                                         |
| JUST ADD WATER     | 78/022,990               | 08/25/00                  | Electric devices for creating hair styles, namely non-electric hair curlers and clamps for straightening hair                     |
| RIPPLE EFFECTS     | 78/106,978               | 02/05/02                  | Non-electric hair curlers                                                                                                         |
| PERFECT BANGS      | 78/106,980               | 02/05/02                  | Non-electric hair curlers                                                                                                         |
| GET IT STRAIGHT    | 78/107,004               | 02/05/02                  | Non-electric hair straighteners in the nature of self-attaching fabric that is placed around the hair to smooth and straighten it |
| SNAP IMPRESSIONS   | 78/106,985               | 02/05/02                  | Hair accessories, namely hair clips                                                                                               |