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

102271202

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

1. Name of conveying party(ies): 10-21-02 European Images Salon Supplies, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: Lion Licensing, Ltd. Internal Address: 1201 Market St - 17th Fl. Street Address: City: Wilmington State: Delaware Zip: 19801 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] Corporation-State Delaware [] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [x] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [] Yes [x] No

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: October 11, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Additional number(s) attached [] Yes [x] No 1,358,776

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Gursky & Ederer, LLP Internal Address: Attn: Steven R. Gursky Street Address: 1350 Broadway - 11 Fl. City: New York State: NY Zip: 10018

6. Total number of applications and registrations involved: 1

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

8. Deposit account number: 07-2490 (Attach duplicate copy of this page if paying by deposit account)

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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.

Mary L. Grieco Name of Person Signing

Signature

October 16, 2002 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

TRADEMARK REEL: 002610 FRAME: 0149

TRADEMARK ASSIGNMENT

WHEREAS, EUROPEAN IMAGES SALON SUPPLIES, INC., a South Carolina corporation located at 7300 Peppermill Parkway, North Charleston, South Carolina 29418 ("Assignor") is the owner of the trademark A LINE for beauty shop products for professional use, namely, hair shampoo, styling hair spray, hair conditioners, hair remoisturizers and hair cuticle sealers (the "Mark") as well as the registration of the Mark, U.S. Registration No. 1,358,776; and

WHEREAS, Lion Licensing, Ltd, a Delaware corporation located at 1201 Market St., 17th Fl., Wilmington, DE 19801 ("Assignee") desires to acquire the Mark and the registration therefor, together with the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, throughout the world, including but not limited to, Registration No. 1,358,776, together with all causes of action for previously incurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

Dated: 10/11, 2002

EUROPEAN IMAGES SALON SUPPLIES, INC.

By: David R. Staick
David R. Staick, President