

Form PTO-1594
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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

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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):
STYLING TECHNOLOGY CORPORATION

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: ROUX LABORATORIES, INC.

Internal Address: _____
Address: _____

Street Address: 5344 Overmyer Drive
City: Jacksonville State: FL Zip: 32254-3687

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 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: 8/15/02

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____

Additional number(s) attached Yes No

B. Trademark Registration No.(s) 1748041,
1924986, 2455791

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

Name: Lanning G. Bryer
Internal Address: _____

Street Address: Ladas & Parry
26 West 61st Street

City: New York State: NY Zip: 10023

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

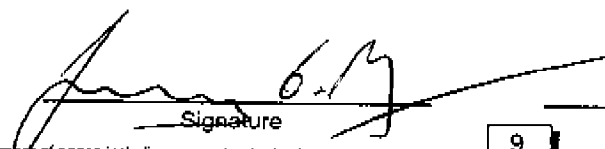
Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
12-0425

DO NOT USE THIS SPACE

9. Signature.

Lanning G. Bryer
Name of Person Signing


Signature

3/19/03
Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

UNITED STATES OF AMERICA
A S S I G N M E N T

WHEREAS, **STYLING TECHNOLOGY CORPORATION**, a corporation organized under the laws of the State of Delaware, United States of America, located at 7400 East Tierra Buena Lane, Scottsdale, Arizona 85260, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the trademarks registered in the United States Patent and Trademark Office:

(Set forth on the attached schedule)

AND WHEREAS, **ROUX LABORATORIES, INC.**, a corporation organized and existing under the laws of the State of New York, United States of America, located at 5344 Overmyer Drive, Jacksonville, Florida 32254-3687, United States of America, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 15th day of AUGUST, 2002

STYLING TECHNOLOGY CORPORATION

[Corporate Seal]

By *Jama Yeager* CFO [Title]

[See over for Notarial Acknowledgment]

TRADEMARK
REEL: 002619 FRAME: 0556

C O R P O R A T E A C K N O W L E D G M E N T

UNITED STATES OF AMERICA]
STATE OF ARIZONA] SS:
COUNTY OF MARICOPA]

On this 15th day of AUGUST 2002, before me personally appeared JAMES YEAGER to me known, who, being by me duly sworn, did depose and say that he/she is the CHIEF FINANCIAL OFFICER of the corporation described in and which executed the foregoing instrument; that he/she knows the seal of said corporation; that the said seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation and that he/she signed his/her name thereto by like order.

Cynthia R. Acuff

Notary Public



[SEAL]