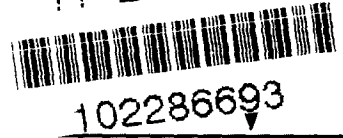


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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



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.

1. Name of conveying party(ies): Mascolo Brothers Limited
Individual(s) Association General Partnership Limited Partnership Corporation-State Other United Kingdom corporation
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Toni & Guy (USA) Limited Internal Address: Street Address: 2311 Midway Road City: Carrollton State: TX Zip: 75006
Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other United Kingdom corporation
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other
Execution Date: 10/07/2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76/083918 B. Trademark Registration No.(s)
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed: Name: David W. Carstens Internal Address: Carstens, Yee & Cahoon, L.L.P. Street Address: P.O. Box 802334 City: Dallas State: TX Zip: 75380

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

8. Deposit account number: 50-0392

DO NOT USE THIS SPACE

9. Signature. David W. Carstens Name of Person Signing Signature Date 11/12/2002
Total number of pages including cover sheet, attachments, and document: 5

11/19/2002 LHMELLER 00000224 76083918 01 FC:8521 40.00 DP

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

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Assignor:** Mascolo Brothers Limited  
**Serial No.:** 76/083,918  
**Mark:** BED HEAD  
**International Class:** 35  
**Filing Date:** July 6, 2000  
**Attorney Docket No.:** ATIGI.0209

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Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made the 7<sup>th</sup> day of October 2002, by Mascolo Brothers Limited, a United Kingdom corporation, having an address at 10/12 Davies Street, London, England W1Y 1LJ ("Assignor") and Toni & Guy (USA) Limited, a United Kingdom corporation, having an address at 2311 Midway Road, Carrollton, Texas 75006 ("Assignee").

**WHEREAS**, Assignor has used and is the owner of the trademark "BED HEAD," together with common law rights therein (hereinafter, the "Trademark"); and

**WHEREAS**, the Trademark is the subject of U.S. Serial No.76/083,918; and

**WHEREAS**, Assignor has agreed to assign to Assignee all rights of Assignor in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

**NOW THIS DEED WITNESSETH AS FOLLOWS:**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and conveys to Assignee all Assignor's rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registrations and applications for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date and year first written above.

MASCOLO BROTHERS LIMITED

By: Bruno Mascolo  
Bruno Mascolo

STATE OF TEXAS

BEFORE ME, on this day, personally appeared Bruno Mascolo of \_\_\_\_\_, and known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 7 day of October 2002.

My Commission Expires:

July 27, 2004

Lisa M. Faulkner  
Notary Public

