

Form PTO 1594  
8-17-01 (modified)



102293542

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):

Brocato International, Inc.  
2834 South Sherwood Forest Boulevard  
Baton Rouge, Louisiana 70816

10-30-02

- Individual(s)       Association
- General Partnership     Limited Partnership
- Other Corporation (Louisiana)

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

2. Name and address of receiving party(ies)

Name: Curtis Squire, Inc.

Internal Address: \_\_\_\_\_

Street Address: 7201 Metro Boulevard

City: Minneapolis      State: MN      ZIP 55439

- Individual Citizenship \_\_\_\_\_
- Association, State \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Other Corporation (Minnesota)

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: May 7, 1998

4. Application number(s) or registration number(s): 1,707,665

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,707,665

Additional numbers attached? Yes  No

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

Name: Malcolm L. Moore

Internal Address: MOORE & HANSEN

Street Address: 2900 Wells Fargo Center

90 South Seventh Street

City: Minneapolis      State: MN      ZIP 55402

6. Total number of applications and registrations involved: (1)

7. Total fee (37 CFR 3.41):      \$ 80.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

13-4300

(Attach duplicate copy of this page if paying by deposit account)

11/25/2002 JJALLAN2 00000009 1707665

01 FC+5521      40.00 DP

DO NOT USE THIS SPACE

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.

Malcolm L. Moore

Name of Person Signing

Signature

Date

11/25/2002

Total number of pages including cover sheet, attachments, and documents ( 4 )

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

Refund Ref: 11/25/2002 JJALLAN2 000122629

CHECK Refund Totals \$40.00

TRADEMARK

REEL: 002622 FRAME: 0444

Conveying Party:

Curtis Squire, Inc. (Minnesota corporation)  
7201 Metro Boulevard  
Minneapolis, Minnesota 55439

Receiving Party:

Brocato Salon Systems LLC (Minnesota corporation)  
7201 Metro Boulevard  
Minneapolis, Minnesota 55439

Assignment executed September 27, 2001

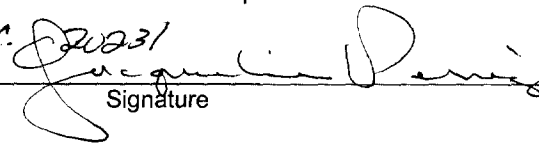
P:\Client Files\#-C\brocato salon\011-01-US (fka 50689)\021025 fwdg assignment to pto.doc

**CERTIFICATE OF MAILING**

I, Jacqueline Perrizo, hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Assistant Commissioner for Trademarks, ~~2900~~ <sup>2900</sup>

~~Crystal Drive, Arlington, VA 22202-3513.~~

~~Assignment Office, Washington, D.C.~~  
Date: 10/25/02

*20031*  
  
Signature

**TRADEMARK ASSIGNMENT**

WHEREAS, Curtis Squire, Inc., a Minnesota corporation having a principal place of business at 7201 Metro Boulevard, Minneapolis, Minnesota 55439-2103, is the owner by assignment of United States Registration No. 1,707,665, issued August 18, 1992, on the trademark BROCATO; and

WHEREAS, Brocato Salon Systems LLC, a Minnesota limited liability company having a principal place of business at 3939 East 46<sup>th</sup> Street, Minneapolis, Minnesota 55406, is desirous of acquiring all rights in the mark BROCATO and Registration No. 1,707,665 on said mark;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Curtis Squire, Inc. has assigned and does hereby assign unto the said Brocato Salon Systems LLC, all right, title, and interest in and to the mark BROCATO and the above-referenced Registration No. 1,707,665 thereon, together with the good will of the business symbolized by said mark.

CURTIS SQUIRE, INC.

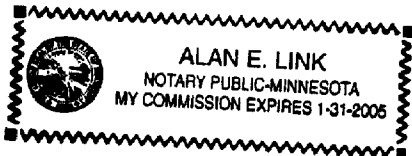
Dated: September 27, 2001

By: Bert M. Gross  
Bert M. Gross  
Its: Secretary

STATE OF MINNESOTA )  
COUNTY OF HENNEPIN )ss.

Before me personally appeared said Bert M. Gross and acknowledged the foregoing instrument to be his free act and deed this 27<sup>th</sup> day of September, 2001.

Alan E. Link  
Notary Public



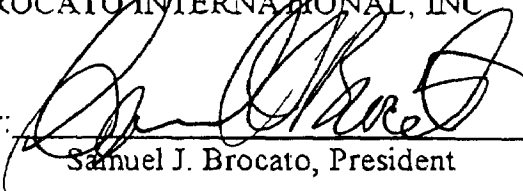
TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, Brocato International, Inc., a Louisiana corporation, having a principal place of business at 2834 South Sherwood Forest Boulevard, Baton Rouge, Louisiana 70816, is the owner of the trademarks, trade names and applications attached hereto as Exhibit A; and

WHEREAS, Curtis Squire, Inc., a Minnesota corporation, having a principal place of business at 7201 Metro Boulevard, Minneapolis, Minnesota 55439, has purchased all of the assets of Brocato International, Inc., including the marks, registrations and applications set forth in Exhibit A attached hereto;


NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Brocato International, Inc., has assigned and does hereby assign unto the said Curtis Squire, Inc., all right, title and interest in and to the marks, registrations and applications referred to in Exhibit A attached hereto, together with the goodwill of the business symbolized by said marks, registrations and applications.

BROCATO INTERNATIONAL, INC

By:   
Samuel J. Brocato, President

STATE OF LOUISIANA    )  
  ) ss.  
PARISH OF EAST BATON ROUGE

Subscribed and sworn to before me  
this 7<sup>th</sup> day of April, 1998.

  
Notary Public

bmg\curtissq\broctrad.asg

EXHIBIT A

TRADEMARKS, TRADE NAMES AND APPLICATIONS

TRADEMARK	REGISTRATION NO.	DATE REGISTERED
MULTI-PLANE CUTTING SYSTEM	U.S. 1,685,859	05/05/92
THE RAGE	U.S. 1,700,875	07/14/92
HOLDLITE	U.S. 1,685,622	05/05/92
SUPER HAIR	U.S. 1,711,029	09/01/92
SPRAE SHINE	U.S. 1,730,208	11/03/92
PEPPERMINT SCRUB	U.S. 1,493,792	06/28/88
POWERFIX	U.S. 1,967,028 CANADA 379,010	04/09/96 01/25/91
SATURATION	U.S. 1,492,822 CANADA 651,328	06/21/88 01/25/91
AN AMERICAN ATTITUDE FOR HAIR	U.S. 1,957,733	02/20/96
CONSTRUCTOR	U.S. 1,526,385	02/28/89
SPLASSH	U.S. 1,546,970 CANADA 651,330	07/11/89 01/25/91
THE HEAT	U.S. 1,714,248	09/08/92
HOLD ON	U.S. 1,597,039	05/22/90
RIBBONS & WAVES	U.S. 1,572,745	12/26/89
CUTLINES	U.S. 1,648,841	06/25/91
BROCATO	U.S. 1,707,665	08/18/92
BROCATO INTERNATIONAL INSTITUTE LOGO	U.S. 1,662,817	10/29/91
NETWORK	U.S. 1,660,151	10/08/91
THAT CURL	U.S. 1,681,580	03/31/92
MATISSE LOGO*	Date of Application	10/09/97
LUXE*	Date of Application	09/29/97
BLENDOLOGIST*	Date of Application	07/08/97
XCURL*	Date of Application	12/02/97

\* Pending Trademark Applications

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