

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

RECORDATION 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.

1. Name of conveying party(ies):

Alberto-Culver Company

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

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

2. Name and address of receiving party(ies)

Name: Beauty Holding Company, Inc.

Internal Address:

Street Address: 25 Church Street

City: Hamilton State: IL Zip: 60160

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Delaware, 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: 04/10/2003

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 0820437

Additional number(s) attached Yes No

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

Name: Laura J. Turczak

Internal Address: Alberto-Culver Company

Street Address: 2525 Armitage Avenue

City: Melrose Park State: IL Zip: 60160

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$ 40

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

500446

DO NOT USE THIS SPACE

9. Signature.

Laura J. Turczak Name of Person Signing

Signature

4-18-03 Date

Total number of pages including cover sheet, attachments, and document: 3

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

ASSIGNMENT

WHEREAS, Alberto-Culver Company, a Delaware corporation, having its principal office at 2525 Armitage Avenue, Melrose Park, Illinois, 60160 ("ASSIGNOR") has adopted, used and is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
SHEER GLORY	820,437	December 13, 1966

WHEREAS, Beauty Holding Company, Inc., a Delaware corporation having its principal office at 25 Church Street, Hamilton HM 12, Bermuda ("ASSIGNEE"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledge, ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof, effective as of the date this document is signed below.

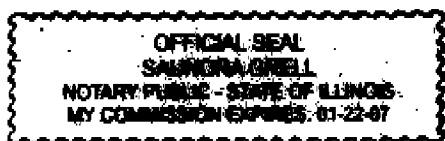
Signed at Melrose Park, Illinois, on this 10th day of April, 2003.

ALBERTO-CULVER COMPANY

By: *Gary P. Schmidt*
Gary P. Schmidt
Vice President

STATE OF ILLINOIS)
) ss:
COUNTY OF DUPAGE)

On this 10th day of April, 2003, personally appeared Gary P. Schmidt, known to me to be Vice President of Alberto-Culver Company, the above named Assignor, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.



Sandra Grell
NOTARY PUBLIC

RECORDED: 04/18/2003

TRADEMARK
REEL: 002636 FRAME: 0429