

Form PTO-1594
(Rev. 10/02)
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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):

St. Ives Laboratories, Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 08/12/2003

2. Name and address of receiving party(ies)

Name: Beauty Holding Company, Inc.

Internal Address:

Street Address: 25 Church Street

City: Hamilton, BM State: Zip: HM12

- 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

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

A. Trademark Application No.(s) 78/170122

B. Trademark Registration No.(s)

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).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-0446

DO NOT USE THIS SPACE

9. Signature.

Laura J. Turczak
Name of Person Signing

Laura J. Turczak
Signature

08/18/2003
Date

Total number of pages including cover sheet, attachments, and document: 2

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

CH \$40.00 500446 78170122

ASSIGNMENT

St. Ives Laboratories, Inc., a Delaware corporation, having its principal office at 2525 Armitage Avenue, Melrose Park, Illinois, 60160, ("ASSIGNOR") has intended to use the following mark in commerce and has filed an application indicating that intention, but has not yet filed an allegation of use under §§1(c) or 1(d) of the Trademark Act:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
SPLIT MENDER	78/170122	October 2, 2002

St. Ives Laboratories, Inc. is assigning the above identified mark and application as part of the entire business (or portion thereof) to which the mark pertains, as required by 15 U.S.C. §1060;

Beauty Holding Company, Inc., a Delaware corporation, having its principal office at 25 Church Street, Hamilton, Bermuda, HM12, ("ASSIGNEE"), the successor of the ongoing and existing business (or portion thereof) of St. Ives Laboratories, Inc., to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefore:

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said St. Ives Laboratories, Inc., does hereby assign to said Beauty Holding Company, Inc., all right, title and interest in and to the above-identified trademark and the goodwill of the business symbolized thereby.

Signed in Melrose Park, Illinois, on this 12th day of August, 2003.

Sworn to and subscribed before me, this 12th day of August, 2003, a Notary Public in and for Du Page County, State of Illinois.

Saundra Grell

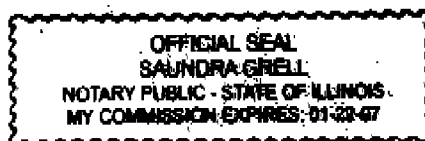
(Signature)

NOTARY PUBLIC

My Commission expires 01-22-07

ST. IVES LABORATORIES, INC.

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



TRADEMARK