

04-08-2003

Form PTO 1594
8-7-01 (modified)



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

To the Honorable Commissioner of Patents and Trademarks 102411811 attached original documents or copy thereof.

1 Name of conveying party(ies): 4-3-03
Regis Corporation
7201 Metro Boulevard
Minneapolis, MN 55439-2103
 Individual(s) Association
 General Partnership Limited Partnership
 Other corporation

2. Name and address of receiving party(ies)
Name: Curtis Squire, Inc
Internal Address: _____
Street Address: 7201 Metro Boulevard
City: Minneapolis State: MN ZIP 55439-2103
 Individual Citizenship _____
 Association, State _____
 General Partnership _____
 Limited Partnership _____
 Other corporation _____

Additional name(s) of conveying party(ies) attached? Yes No
3 Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: April 3, 2003

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)
B Trademark Registration No.(s)
1,763,421
Additional numbers attached? Yes No

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:
13-4300
(Attach duplicate copy of this page if paying by deposit account)

5 Name and address of party to whom correspondence concerning document should be mailed:
Name: Malcolm L. Moore
Internal Address: MOORE, HANSEN & SUMNER
Street Address: 2900 Wells Fargo Center
90 South Seventh Street
City: Minneapolis State: MN ZIP 55402

04/07/2003 DBYRNE 00000034 1763421
01 FC:8521 40.00 00

DO NOT USE THIS SPACE

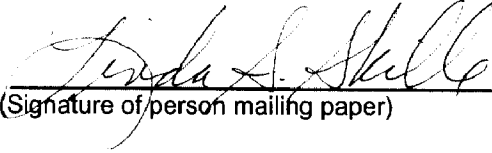
9 Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
Christopher J. McLaughlin April 3, 2003
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, 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

"Express Mail" Mailing Label No. EV 230973734 US Date of Deposit April 3, 2003

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Box Assignments, Washington, DC 20231.

Linda S. Skille
(Type or print name of person mailing paper or fee)


(Signature of person mailing paper)

TRADEMARK ASSIGNMENT

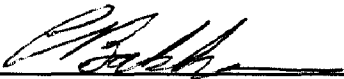
WHEREAS, Regis Corporation, a Minnesota corporation having a principal place of business at 7201 Metro Boulevard, Minneapolis, Minnesota 55439-2103, is the owner of United States Registration No. 1,763,421, issued April 6, 1993, on the service mark MAXIM; and

WHEREAS, Curtis Squire, Inc., a Minnesota corporation having a principal place of business at 7201 Metro Boulevard, Minneapolis, Minnesota 55439-2103, is desirous of acquiring all rights in the mark MAXIM and Registration No. 1,763,421 on said mark;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Regis Corporation has assigned and does hereby assign unto the said Curtis Squire, Inc. all right, title, and interest in and to the mark MAXIM and the above-referenced Registration No. 1,763,421 thereon, together with the goodwill of the business symbolized by said mark. This assignment is subject to a royalty-free license back to Regis Corporation by Curtis Squire, Inc. to use the mark MAXIM only at the current MAXIM hair care salon in Beckley, West Virginia for so long as that salon remains in operation at that location. Curtis Squire, Inc. shall have the right to make periodic inspections each year of the Beckley, West Virginia salon in order to ensure that the hair care services provided equal or exceed the quality of such services generally considered in the trade to be of the highest level.

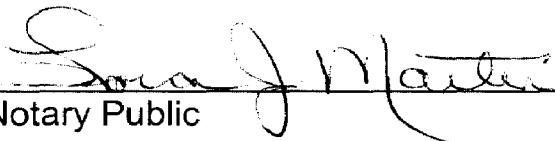
REGIS CORPORATION

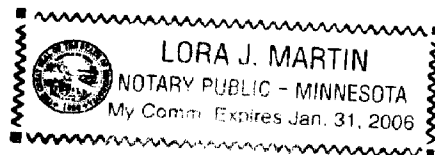
Dated: April 2, 2003

By: 
Eric A. Bakken
Its: Vice President, Law

STATE OF MINNESOTA)
)ss.
COUNTY OF Hennepin)

Before me personally appeared said Eric A. Bakken and acknowledged the foregoing instrument to be his free act and deed this 2nd day of April, 2003.


Notary Public



CURTIS SQUIRE, INC.

Dated: 4-30, 2003

By: [Signature]
Myron D. Kunin
Its: ~~Chief Executive Officer~~
Chairman

STATE OF MINNESOTA)
)ss.
COUNTY OF Hennepin)

Before me personally appeared said Myron D. Kunin and acknowledged the foregoing instrument to be his free act and deed this 30th day of April, 2003.

[Signature]
Notary Public

