

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NUWORLD CORP.		07/29/1998	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA	
Name:	Sally Beauty Holdings, Inc.
Street Address:	25 Church Street
City:	Hamilton
State/Country:	BERMUDA
Postal Code:	H12
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1	
Property Type	Number
Registration Number:	1987577

CORRESPONDENCE DATA	
Fax Number:	(312)201-2555
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-201-2875
Email:	stevens@wildmanharrold.com
Correspondent Name:	Wildman, Harrold, Allen & Dixon
Address Line 1:	25 Church Street
Address Line 4:	Chicago, ILLINOIS 60606-1229

ATTORNEY DOCKET NUMBER:	A0057.1088
-------------------------	------------

DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	

CH \$40.00 1987577

Address Line 4:

NAME OF SUBMITTER:

Cynthia B. Stevens

Total Attachments: 2

source=NAIL SAVVY#page1.tif

source=NAIL SAVVY#page2.tif

**DEED OF ASSIGNMENT WITH GOODWILL  
OF ASSIGNED MARK**

THIS ASSIGNMENT is made this 29 day of July, 1998 between NUWORLD CORP., a corporation organized under the laws of New Jersey with its principal place of business at 360 East 65th Street, New York, New York 10021 (the "Assignor") and SALLY BEAUTY HOLDINGS, INC., a corporation organized under the laws of Delaware with its principal place of business at 25 Church Street, Hamilton H12, Bermuda (the "Assignee").

WHEREAS, the Assignor has adopted and used in the United States the trademarks listed in the Schedule hereto and is the owner of the registrations thereof shown in the said Schedule; and

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the good will associated therewith.

NOW THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademarks and the registrations thereof together with the good will of the business which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

NUWORLD CORP.

by: *Joseph Bogatz*  
Joseph Bogatz, its President

New Jersey  
STATE OF ~~NEW YORK~~ }  
COUNTY OF MIDDLESEX

On this 29 day of JULY, 1998, before me, a Notary Public in and for the above mentioned County and States, personally appeared Joseph Bogatz, to me known and known to me to be the person who signed the foregoing instrument as President of NuWorld Corp., and acknowledged that he executed the same as an act of the identified corporation.

*Lois Bleich*  
Notary Public

My Commission Expires:

**LOIS BLEICH  
NOTARY PUBLIC OF NEW JERSEY  
Commission Expires 6/22/2003**

**TRADEMARK  
REEL: 002709 FRAME: 0297**

**SCHEDULE**

**NAIL SAVVY**

**Registration No. 1,987,577**  
**Registration Date: July 16, 1996**