

04-28-2003

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

102432939 ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mascolo Brothers Limited

- Individual(s)
- General Partnership
- Corporation-State
- Other United Kingdom company
- 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: 08/11/2000

2. Name and address of receiving party(ies)

Name: Toni & Guy (USA) Limited

Internal

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

Street Address: 19 Doughty

City: London, England State: \_\_\_\_\_ Zip: WC1N 2PL

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other United Kingdom company

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

OFFICE OF PUBLIC RECORDS  
2003 APR 23 AM 9:11  
FINANCE SECTION

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

A. Trademark Application No.(s) 75/493535

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: Carstens, Yee & Cahoon, L.L.P

Internal Address: c/o David W. Carstens

P.O. Box 802334

Street Address: \_\_\_\_\_

City: Dallas State: TX Zip: 75380

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:

50-0392

**DO NOT USE THIS SPACE**

9. Signature.

David W. Carstens

Name of Person Signing

Signature

April 23, 2003

Date

4

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

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

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**TRADEMARK**  
**REEL: 002718 FRAME: 0939**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Mascolo Brothers Ltd.  
 Serial No.: 75/493535  
 Mark: Moisture Maniac  
 Filing Date: May 29, 1998  
 Attorney Docket No.: ATIGL 0103

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made the 11 day of August, 2000, by Mascolo Brothers Ltd. (“Assignors”) and Toni & Guy (USA) Limited, a corporation organized under the laws of the United Kingdom, (“Assignee”).

**WHEREAS**, Assignors have used and are the owners of the trademark “ Moisture Maniac,” together with common law rights therein (hereinafter, the “Trademark”); and

**WHEREAS**, the Trademark is the subject of U.S. Serial No. 75/493535; and

**WHEREAS**, Assignors have agreed to assign to Assignee all rights of Assignors in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

**NOW THIS DEED WITNESSETH AS FOLLOWS:**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all Assignors’ rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registration and application for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date and year first written above.

By: Bruno Mascolo  
Bruno Mascolo

STATE OF TEXAS

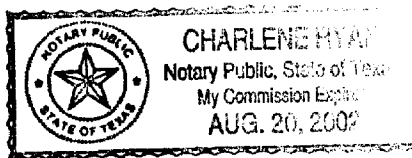
BEFORE ME, on this day, personally appeared Bruno Mascolo, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 11 day of August, 2000.

My Commission Expires:

Aug. 20, 2002

Charlene Ryan  
Notary Public



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Assignee:** Toni & Guy (USA) Limited  
**Registration No.:** 2,430,267  
**Mark:** MOISTURE MANIAC  
**International Class:** 3  
**Attorney Docket No.:** ATIGI.0103  
**Filing Date:** May 29, 1998

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Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

## DESIGNATION OF DOMESTIC REPRESENTATIVE

David W. Carstens, Esquire, with the Law Firm of Carstens, Yee & Cahoon, L.L.P., whose postal address is P.O. Box 802334, Dallas, Texas, 75380, telephone no. (972) 367-2001 and facsimile no. (972) 367-2002, is hereby designated domestic representative upon whom notice or process in proceedings affecting the mark may be served.

Dated this 1<sup>st</sup> day of April, 2003.

Respectfully submitted,

By:



Bruno Mascolo  
Director  
Toni & Guy (USA) Limited

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Assignor:** Mascolo Brothers Limited  
**Serial No.:** 75/493,535  
**Filing Date:** May 29, 1998  
**Mark:** MOISTURE MANIAC  
**International Class:** 3  
**Attorney Docket No.:** ATIGI.0103

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Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

**TRANSMITTAL**

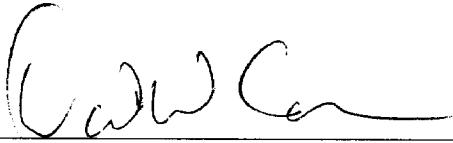
Enclosed are the following documents regarding the above-identified trademark:

1. Recordation Form PTO-1594;
2. Trademark Assignment;
3. Designation of Domestic Representative
4. Check in the amount of \$40.00 for recordation fee;
5. Certificate of Mailing by Express Mail; and
6. Postcard Acknowledgement.

A \$40.00 fee is believed to be necessary for recordation of the enclosed assignment. A check in the amount of \$40.00 is enclosed in payment of this fee. No additional fees are believed to be necessary at this time. However, the Commissioner is hereby authorized to charge any additional fee or credit any overpayment of fees to Carstens, Yee & Cahoon, L.L.P. Deposit Account No. 50-0392.

Please date-stamp and return the enclosed self-addressed, postage-prepaid postcard to confirm receipt of these documents.

Dated: April 23, 2003

By:   
David W. Carstens  
Attorney for Applicant

CARSTENS, YEE & CAHOON, L.L.P.  
P.O. Box 802334  
Dallas, TX 75380  
Telephone 972.367.2001  
Facsimile 972.367.2002

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Assignor:** Mascolo Brothers Limited  
**Serial No.:** 75/493,535  
**Filing Date:** May 29, 1998  
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Commissioner of Patents and Trademarks  
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Washington, D.C. 20231

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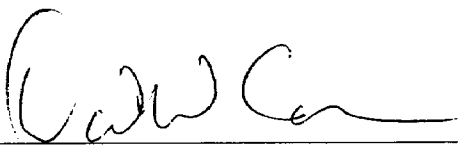
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Dated: April 23, 2003

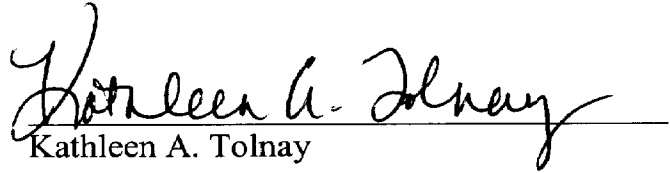
By:

  
\_\_\_\_\_  
David W. Carstens  
Attorney for Applicant

CARSTENS, YEE & CAHOON, L.L.P.  
P.O. Box 802334  
Dallas, TX 75380  
Telephone 972.367.2001  
Facsimile 972.367.2002

**CERTIFICATE OF MAILING BY EXPRESS MAIL**

I hereby certify that the papers listed below and attached hereto are being deposited with the United States Postal Service via Express Mail Mailing Label Number EV184841535US addressed to the Commissioner for Patents and Trademarks, Box Assignments, Washington D.C. 20231, pursuant to 37 CFR § 1.10, on April 23, 2003.

  
Kathleen A. Tolnay

Enclosures: Transmittal in Duplicate  
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