

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kenra, Inc.		03/26/2004	CORPORATION: INDIANA

RECEIVING PARTY DATA	
Name:	Kenra, LLC
Street Address:	6501 Julian Avenue
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46219
Entity Type:	Limited liability company: INDIANA

PROPERTY NUMBERS Total: 12		
Property Type	Number	Word Mark
Registration Number:	2206246	BEAUTY AND WELLNESS
Registration Number:	2012840	DPR-11
Registration Number:	2196706	E ELUCENCE
Registration Number:	1440391	ELASTA
Registration Number:	1677299	ELASTA CARE
Registration Number:	1645759	ELASTA QP
Registration Number:	2147716	ELUCENT
Registration Number:	2527160	ELUCENT POWER DROPS
Registration Number:	2253770	GLOBAL TEXTURES
Registration Number:	428669	KENRA
Registration Number:	2211853	NUTRITHERAPY
Registration Number:	2150702	

CORRESPONDENCE DATA	
Fax Number:	(317)684-5173
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

OP \$315.00 2206246

Phone: 317-684-5000
Email: trademark@boselaw.com
Correspondent Name: M.Sue Michael
Address Line 1: 135 North Pennsylvania Street
Address Line 2: 2700 First Indiana Plaza
Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:

281-1

NAME OF SUBMITTER:

Kenra, Inc.

Total Attachments: 2
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TRADEMARK/SERVICE MARK ASSIGNMENT

For and in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Kenra, Inc., an Indiana corporation, having its principal office at 6501 Julian Avenue, Indianapolis, Indiana 46219 (AAssignor@) hereby assigns, sells, and conveys to Kenra, LLC, an Indiana Limited Liability Company, having its principal office at 6501 Julian Avenue, Indianapolis, Indiana 46219 (AAssignee@) its entire rights, title, and interests in and to the trademarks set forth below, the registrations thereof, and the goodwill of the business in which the marks are used, together with all claims for damages of any kind arising out of or relating to the marks:

<u>MARK</u>	<u>NUMBER</u>	<u>REG. DATE</u>	<u>GOODS/SERVICES</u>
BEAUTY AND WELLNESS	2,206,246	November 24, 1998	(Int. Cl. 3) Hair care preparations.
DPR-11	2,012,840	October 29, 1996	(Int. Cl. 3) Non-medicated hair care preparations
E ELUCENCE and Design	2,196,706	October 13, 1998	(Int. Cl. 3) Hair care preparations.
ELASTA	1,440,391	May 26, 1987	(Int. Cl. 3) Professional hair care products, namely, styling gel, shampoo, permanent wave preparation, conditioner, relaxer, styling spray, and conditioning spray.
ELASTA CARE	1,677,299	March 3, 1992	(Int. Cl. 3) Non-medicated hair care preparations.
ELASTA QP and Design	1,645,759	May 28, 1991	(Int. Cl. 3) Hair care products, namely, hairspray, shampoo, conditioner, fixative, moisturizer and hair dressing
ELUCENT	2,147,716	March 31, 1998	(Int. Cl. 3) Hair care preparations.
ELUCENT POWER DROPS	2,527,160	January 8, 2002	(Int. Cl. 3) Hair care products; namely, liquid oil
GLOBAL TEXTURES	2,253,770	June 15, 1999	(Int. Cl. 3) Non-medicated hair care preparations.

KENRA	428,669	April 1, 1947	(Int. Cl. 3) Cosmetics, namely, hair dressing, hair remover, permanent wave lotion, shampoo.
MISCELLANEOUS DESIGN (Circle)	2,150,702	April 14, 1998	(Int. Cl. 35) Cooperative advertising and marketing services.
NUTRITHERAPY	2,211,853	December 15, 1998	(Int. Cl. 3) Non-medicated hair care preparations.

Kenra, Inc.
 By: *Paul T. Browning*
 Signature
Paul T. Browning
 Printed Name
VP. Research
 Title

STATE OF INDIANA)
) SS:
 COUNTY OF MARION)

Before me, a Notary Public, within and for said County and State, personally appeared PAUL T. BROWNING, V-PRES RESEARCH, of Kenra, Inc., the entity which executed the foregoing instrument, who acknowledged that he did sign said instrument as such officer on behalf of said entity, and that said instrument is his free act and deed individually and as such officer, and the free and corporate act and deed of Kenra, Inc.

Witness my hand and Notarial Seal this 26th day of MARCH, 2004.

Carolyn Hindinger Schutz
 Notary Public (Signature)
CAROLYN HINDINGER SCHUTZ
 (Printed Name)

My Commission Expires: April 29, 2009
 My County of Residence is: HAMILTON

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