

**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
Amitee Cosmetics, Inc.		02/02/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Henkel Kommanditgesellschaft auf Aktien
Street Address:	Henkelstrasse 67
City:	Duesseldorf
State/Country:	GEORGIA
Postal Code:	D40191
Entity Type:	Partnership limited by shares: GERMANY

PROPERTY NUMBERS Total: 60

Property Type	Number	Word Mark
Serial Number:	76288334	ATTITUDE FOR HAIR
Serial Number:	76271958	COLOR HEADS
Serial Number:	76158836	FAT BOY CONCEPTS
Serial Number:	76271957	GLUED
Serial Number:	76091911	GOT2
Serial Number:	76299366	GOT2B
Serial Number:	76091910	GOT2B
Serial Number:	76976217	GOT2B
Serial Number:	76281252	GOT2B
Serial Number:	78306919	GOT2B IN YOUR FACE
Serial Number:	78270520	GOT2B SOBLONDE
Serial Number:	78143229	GOT2B SPA
Serial Number:	78151348	GÖT2B SPA
Serial Number:	76091909	GOT2BME
Serial Number:	76208468	HERBAL LOGIX

CH \$1515.00 76288334

Serial Number:	76310883	IDENTIFY
Serial Number:	78306924	IN YOUR FACE
Serial Number:	76319662	KINKY
Serial Number:	78158205	
Serial Number:	78308837	REPAIR XTREME
Serial Number:	78308840	REPAIR XTREME
Serial Number:	78143228	SO SMOOTH
Serial Number:	78270519	SPIKING GLUE
Registration Number:	2329450	3 WITH TRIPLEGEN
Registration Number:	1698692	CELL-U-PLEX
Registration Number:	1778606	CITRE SHINE
Registration Number:	1603327	CITRE SHINE
Registration Number:	2343374	
Registration Number:	2166220	CLEAR LOGIX
Registration Number:	2168113	CLEAR LOGIX ACNE TREATMENT SYSTEM
Registration Number:	2293148	CLEAR RESULTS
Registration Number:	2345717	CLEAR RESULTS
Registration Number:	2240988	CLEARIGEN-A
Registration Number:	1629767	
Registration Number:	2648388	FULL OF YOURSELF
Registration Number:	2161584	GELLATION
Registration Number:	2264096	GLYCOLIC ACID CLEARIGEN-A RETINOL A VITAMIN E
Registration Number:	2617147	GOT 2B ME O
Registration Number:	2614453	IN THERAPY
Registration Number:	2033547	NATURE'S PRESCRIPTION FOR SHINE
Registration Number:	2286307	SB3
Registration Number:	1787304	SHINE MIRACLE
Registration Number:	1806649	SHINE MIST
Registration Number:	2330152	SILVER BRIGHTS
Registration Number:	1782349	SMOOTH 'N SHINE
Registration Number:	2167621	SMOOTH 'N SHINE POLISHING
Registration Number:	2445644	SMOOTH 'N SHINE POLISHING
Registration Number:	2787019	SPIKED- UP
Registration Number:	2701771	SQUEAKY CLEAN
Registration Number:	2166449	STRAIGHT OUT

Registration Number:	2171293	STRAIGHT OUT
Registration Number:	2258050	THE PROFESSIONAL FRIZZ SOLUTION
Registration Number:	1533848	THICK FIXX
Registration Number:	2432453	THICKER FULLER HAIR
Registration Number:	2367329	THICKER FULLER HAIR
Registration Number:	2670748	
Registration Number:	1627924	
Registration Number:	2072922	
Registration Number:	2347058	
Registration Number:	1817322	ZERO-FRIZZ

**CORRESPONDENCE DATA**

Fax Number: (610)270-8193  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: nicole.fulton@henkel-americas.com  
Correspondent Name: Christel Emerson  
Address Line 1: 2200 Renaissance Blvd  
Address Line 2: The Triad, Suite 200  
Address Line 4: Gulph Mills, PENNSYLVANIA 19406

ATTORNEY DOCKET NUMBER: 70568300 201-600-00-0

**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER: Nicole M. Fulton

Total Attachments: 5  
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**ASSIGNMENT OF U.S. TRADEMARKS/SERVICE MARKS**

**FOR GOOD AND VALUABLE CONSIDERATION, Amitee Cosmetics, Inc., a California corporation, having its principal office at 151 Kalmus Drive, Suite H-3, Costa Mesa, California 92626 ("Assignor"), hereby assigns and transfers to Henkel Kommanditgesellschaft auf Aktien, a German partnership limited by shares, having its principal office at Henkelstrasse 67, Duesseldorf, Federal Republic of Germany ("Assignee"):**

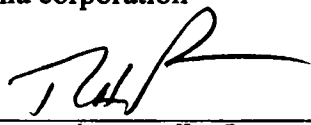
**A. All worldwide right, title and interest held by Assignor in and to the trademarks and/or service marks listed in Exhibit "A" attached hereto and incorporated herein by this reference, together with the applications and/or registrations thereof in the United States of America as listed in Exhibit "A" (hereinafter collectively referred to as the "Marks");**

**B. The goodwill of the business connected with the use of and symbolized by the Marks together with all assets that uniquely reflect the goodwill of the business of Assignor and are connected with the use of, and symbolized by, the Marks; and**

**C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in the Assignee's name.**

**IN WITNESS WHEREOF, Assignor has executed this Assignment of U.S. Trademarks/Service Marks effective as of February 2, 2004**

**AMITEE COSMETICS, INC.,  
a California corporation**

By:   
Print Name: Thomas H. Parr  
Title: President

**EXHIBIT "A"**

Trademark	Country	Class(es)	Application Number	Filing Date	Registration Number	Registration Date
3 WITH TRIPLEGEN & Design	United States	3	75/683857	16-Apr-1999	2329450	14-Mar-2000
AMITEE (Stylized)	United States	3	74/338454	09-Dec-1992	1785129	03-Aug-1993
ATTITUDE FOR HAIR	United States	3	76/288334	20-Jul-2001		
CELL-U-PLEX	United States	3	74/163923	06-May-1991	1698692	07-Jul-1992
CITRÉ SHINE (Stylized)	United States	3	74/324817	23-Oct-1992	1778606	29-Jun-1993
CITRÉ SHINE (Stylized)	United States	3	73/827003	22-Sep-1989	1603327	26-Jun-1990
Citre Shine Logo	United States	3	75/703140	11-May-1999	2343374	18-Apr-2000
CLEAR LOGIX ACNE TREATMENT SYSTEM and Design	United States	5	75/092427	22-Apr-1996	2168113	23-Jun-1998
CLEAR LOGIX	United States	5	75/050681	30-Jan-1996	2166220	16-Jun-1998
CLEAR RESULTS	United States	3	75/269568	04-Apr-1997	2293148	16-Nov-1999
CLEAR RESULTS	United States	5	75/761472	27-Jul-1999	2345717	25-Apr-2000
CLEARIGEN-A	United States	5	75/143346	31-Jul-1996	2240988	20-Apr-1999
COLOR HEADS	United States	3	76/271958	15-Jun-2001		
DROP DESIGN	United States	3	74/041512	23-Mar-1990	1629767	01-Jan-1991
FAT BOY CONCEPTS	United States	3, 35	76/158836	02-Nov-2000		
FULL OF YOURSELF	United States	3	76/196597	19-Jan-2001	2648388	12-Nov-2002
GELLATION	United States	3	75/229557	22-Jan-1997	2161584	02-Jun-1998
GLUED	United States	3	76/271957	15-Jun-2001		
GLYCOLIC ACID CLEARIGEN-A RETINOL A VITAMIN E & D	United States	5	75/341373	14-Aug-1997	2264096	27-Jul-1999
GOT2	United States	3	76/091911	19-Jul-2000		
GOT2B	United States	8, 9, 11, 21, 26	76/299366	13-Aug-2001		
GOT2B	United States	3	76/091910	19-Jul-2000		
GOT2B	United States	3	76/976217	19-Jul-2000		
GOT2B	United States	9	76/281252	06-Jul-2001		
GOT2B IN YOUR FACE	United States	3	78/306919	29-Sep-2003		
GOT2B SOBLONDE	United States	3	78/270520	03-Jul-2003		
GOT2B SPA	United States	3	78/143229	11-Jul-2002		
GOT2B SPA & Design	United States	3	78/151348	06-Aug-2002		
GOT2BME	United States	3	76/091909	19-Jul-2000		
GOT2BME Ö Logo	United States	3	76/199555	23-Jan-2001	2617147	10-Sep-2002

Trademark	Country	Class(es)	Application Number	Filing Date	Registration Number	Registration Date
GOUPE-OUT (Stylized)	United States	3	73/708851	01-Feb-1988	1606106	17-Jul-1990
HAIR EPOXY	United States	3	76/193264	09-Jan-2001	2627528	01-Oct-2002
HERBAL LOGIX O & Design	United States	3, 5	76/208468	09-Feb-2001		
IDENTIFY	United States	3	76/310883	07-Sep-2001		
IN THERAPY	United States	3	76/196596	19-Jan-2001	2614453	03-Sep-2002
IN YOUR FACE	United States	3	78/306924	29-Sep-2003		
KINKY	United States	3	76/319662	01-Oct-2001		
MOISTURE PERFECT	United States	3	73/554751	22-Aug-1985	1391287	29-Apr-1986
NATURE'S PRESCRIPTION FOR SHINE	United States	3	74/732962	18-Sep-1995	2033547	28-Jan-1997
PACKAGE DESIGN	United States	3	78/158205	27-Aug-2002		
REPAIR XTREME	United States	3	78/308837	02-Oct-2003		
REPAIR XTREME (Stylized)	United States	3	78/308840	02-Oct-2003		
SB3	United States	3	75/366987	02-Oct-1997	2286307	12-Oct-1999
SHINE MIRACLE	United States	3	74/050682	19-Apr-1990	1787304	10-Aug-1993
SHINE MIST	United States	3	74/163163	03-May-1991	1806649	23-Nov-1993
SILVER BRIGHTS	United States	3	75/366794	02-Oct-1997	2330152	14-Mar-2000
SILVER LIGHTS	United States	3	76/203250	30-Jan-2001		
SMOOTH 'N SHINE	United States	3	74/338455	09-Dec-1992	1782349	20-Jul-1993
SMOOTH 'N SHINE POLISHING (Stylized)	United States	3	75/308343	13-Jun-1997	2167621	23-Jun-1998
SMOOTH 'N SHINE POLISHING (Stylized)	United States	3	75/703141	11-May-1999	2445644	24-Apr-2001
SO SMOOTH	United States	3	78/143228	11-Jul-2002		
SPIKED UP	United States	3	76/258808	16-May-2001	2787019	25-Nov-2003
SPIKING GLUE	United States	3	78/270519	03-Jul-2003		
SQUEAKY CLEAN	United States	3	76/196595	19-Jan-2001	2701771	01-Apr-2003
STRAIGHT OUT	United States	3	75/164704	12-Sep-1996	2166449	16-Jun-1998
STRAIGHT OUT (Stylized)	United States	3	75/308342	13-Jun-1997	2171293	07-Jul-1998
SUPER GLUE	United States	3	76/309996	07-Sep-2001		
THE PROFESSIONAL FRIZZ SOLUTION	United States	3	75/398705	02-Dec-1997	2258050	29-Jun-1999
THICK FIXX	United States	3	73/708852	01-Feb-1988	1533848	11-Apr-1989
THICKER FULLER HAIR	United States	3	75/161644	06-Sep-1996	2432453	06-Mar-2001
THICKER FULLER HAIR and Design (Swirl Design)	United States	3	75/139701	25-Jul-1996	2367329	18-Jul-2000

Trademark	Country	Class(es)	Application Number	Filing Date	Registration Number	Registration Date
Thicker Fuller Hair Logo	United States	3	75/703142	11-May-1999	2670748	07-Jan-2003
TRIANGULAR LOGO	United States	3	74/041511	23-Mar-1990	1627924	18-Dec-1990
TWO-TONE COLOR BOTTLE DESIGN	United States	3	74/439195	23-Sep-1993	2072922	24-Jun-1997
Zero Frizz Logo	United States	3	75/703136	11-May-1999	2347058	02-May-2000
ZERO-FRIZZ	United States	3	74/245204	07-Feb-1992	1817322	18-Jan-1994

STATE OF CALIFORNIA )

COUNTY OF Los Angeles)

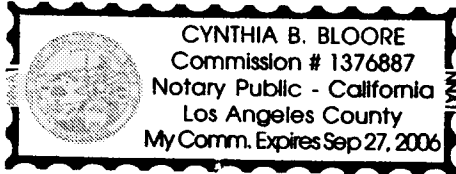
On January 29, 2004 before me, Cynthia Bloore, personally appeared Thomas H. Parr,

personally known to me

proved to me on the basis of satisfactory evidence

to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



*[Handwritten Signature]*  
Signature of Notary

**CAPACITY CLAIMED BY SIGNER:**

- Individual(s)
- Partner(s)
- Trustee(s)
- Corporate President

Attorney-In-Fact

- Subscribing Witness
- Guardian/Conservator
- Other:

**SIGNER IS REPRESENTING:**

Name of Person(s) or Entity(ies): Amitee Cosmetics, Inc., a California corporation