

11-12-03

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11-18-2003

FEET

OMB No. 0651-0011 (exp. 4/94)

Express Mail No. EK884985520US

Tab settings



To the Honorable Commissioner of Patents

102602717

attached original documents or copy thereof.

1. Name of conveying party(ies):

WEST COAST BEAUTY SUPPLY COMPANY
5001 Industrial Way
Benicia, California 94510

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State California
Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: October 31, 2003

2. Name and address of receiving party(ies)

Name: THE CRICKET COMPANY

Internal Address:

Street Address: 5100 Industrial Way

City: San Francisco State: CA ZIP: 94510

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State California
Other

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 patent number(s):

A. Trademark Application No.(s)

76/430,437 76/478,387
76/464,049 76/483,808
76/478,386 76/483,823

B. Trademark Registration No.(s)

1,965,781 2,102,284
2,104,325 2,232,923
2,276,476 2,319,531

Additional numbers attached? Yes No

OPR/FINANCE
NOV 12 AM 9:06

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joseph L. Strabala, Esq.

Internal Address:

Law Offices of Joseph L. Strabala

Suite 1020

Street Address: One Embarcadero Center

City: San Francisco State: CA ZIP: 94111

11/17/2003 LMUELLER 00000031 76430437

6. Total number of applications and registrations involved: 12

7. Total fee (37 CFR 3.41) \$ 315.00

- Enclosed
Authorized to be charged to deposit account

8. Deposit account number: 500,334

(Attach duplicate copy of this page if paying by deposit account)

01 FC:8521
02 FC:8522

40.00 OP
275.00 OP

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.

Joseph L. Strabala
Name of Person Signing

Signature

November 12, 2003
Date

Total number of pages including cover sheet, attachments, and document: 26

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

TRADEMARK
REEL: 002865 FRAME: 0163

ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of Oct 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Registration No. 1,965,781 issued on April 2, 1996, for 'ZCON' for Beauty care articles, namely hair brushes.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark 'ZCON' used for beauty care articles, namely hair brushes.

WHEREAS ASSIGNOR has not abandoned the use of 'ZCON' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'ZCON' in the United States, along with the appendant "good will".


NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'ZCON', together with all the "good will" of

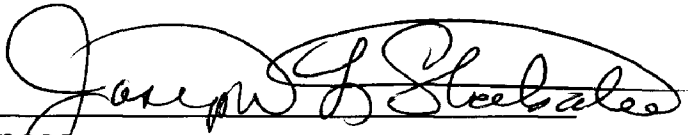
the business symbolized by the trademark 'ZCON', along with all right, title and interest in and to U. S. Registration No. 1,965,781.

Date: ~~October~~ November 31, 2003

West Coast Beauty Supply Co.

By 
Wayne Clark
Title: President

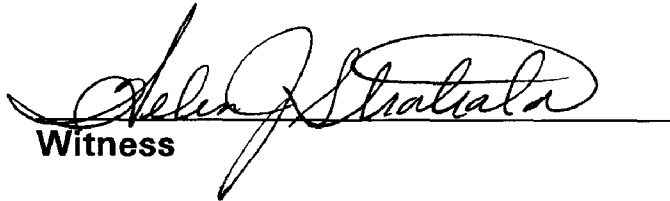
Dated: ~~October~~ November 31, 2003


Witness

Joseph L. Strabala

Typed Name

Dated: ~~October~~ November 31, 2003


Witness

Helen J. Strabala

Typed Name

TM-Assign-ZCON.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. Registration No. 1,965,781 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0165

ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of Oct 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Registration No. 2,102,284 issued on September 30, 1997, for 'LOGO' for Beauty care articles, namely hair brushes.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark 'LOGO' used for beauty care articles, namely hair brushes.

WHEREAS ASSIGNOR has not abandoned the use of 'LOGO' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'LOGO' in the United States, along with the appendant "good will".

NOW THEREFORE:

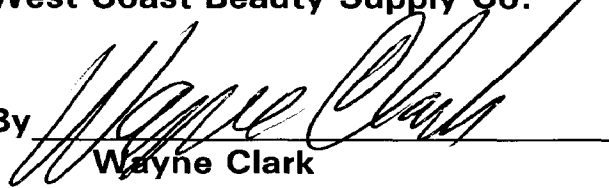
For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'logo', together with all the "good will" of the

business symbolized by the trademark 'LOGO', along with all right, title and interest in and to U. S. Registration No. 2,102,284.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By

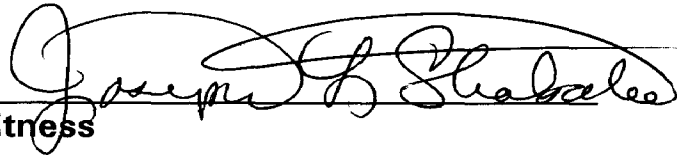


Wayne Clark

Title: President

October
Dated: ~~November~~ 31, 2003

Witness

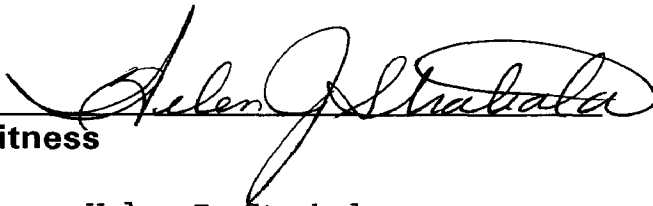


Joseph L. Strabala

Typed Name

October
Dated: ~~November~~ 31, 2003

Witness



Helen J. Strabala

Typed Name

TM-Assign-LOGO.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. Registration
No. 2,102,284 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0167

ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Registration No. 2,104,325 issued on October 7, 1997, for 'LOGO-(Graphic)' for Beauty care articles, namely hair brushes.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark 'LOGO (graphic)' used for beauty care articles, namely hair brushes.

WHEREAS ASSIGNOR has not abandoned the use of 'LOGO (graphic)' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'LOGO (graphic)' in the United States, along with the appendant "good will".

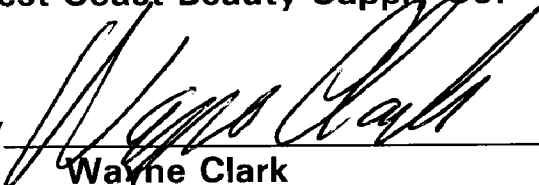
NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'LOGO (graphic)', together with all the "good

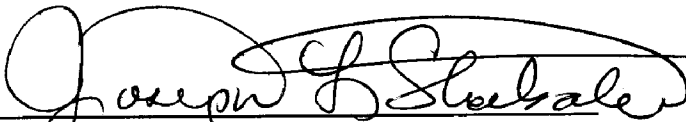
will" of the business symbolized by the trademark 'LOGO (graphic)', along with all right, title and interest in and to U. S. Registration No. 2,104,325.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

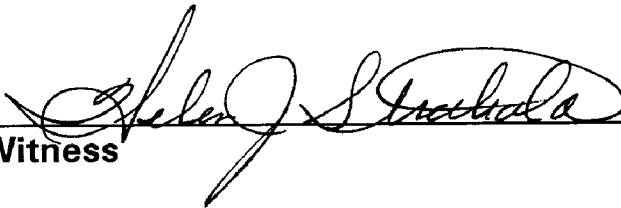
By 
Wayne Clark
Title: President

October
Dated: ~~November~~ 31 2003


Witness

Joseph L. Strabala
Typed Name

October
Dated: ~~November~~ 31, 2003


Witness

Helen J. Strabala
Typed Name

TM-Assign-LOGO(design).10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. Registration
No. 2,104,325 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0169

ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Registration No. 2,232,923 issued on March 16, 1999, for 'LOGO' for Beauty care articles, namely shampoos, hair sprays, hair conditioners, and hair styling aids.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark 'LOGO' used for beauty care articles, namely shampoos, hair sprays, hair conditioners, and hair styling aids.

WHEREAS ASSIGNOR has not abandoned the use of 'LOGO' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'LOGO' in the United States, along with the appendant "good will".

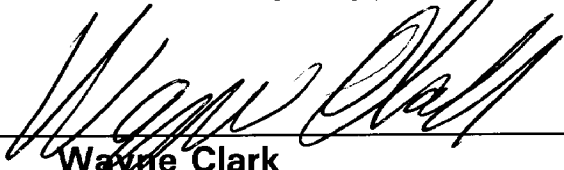
NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right,

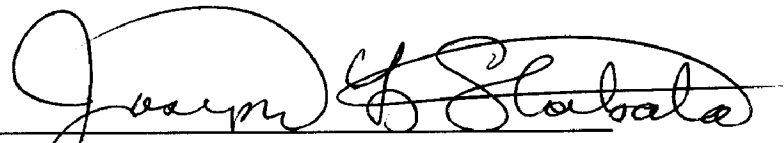
title and interest in the trademark 'LOGO', together with all the "good will" of the business symbolized by the trademark 'LOGO', along with all right, title and interest in and to U. S. Registration No. 2,232,923.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co

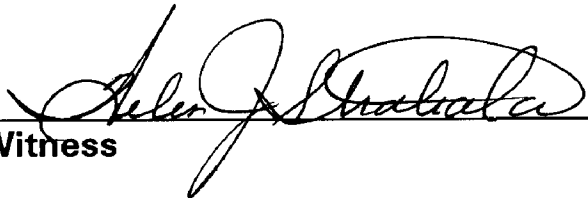
By 
Wayne Clark
Title: President

October
Dated: ~~November~~ 31, 2003


Witness

Joseph L. Strabala
Typed Name

October
Dated: ~~November~~ 31, 2003


Witness

Helen J. Strabala
Typed Name

TM-Assign-LOGO-Prod.10A

ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Registration No. 2,276,476 issued on September 7, 1999, for 'LOGO-(Graphic)' for Beauty care articles, namely shampoos, hair sprays, hair conditioners, and hair styling aids.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark 'LOGO (graphic)' used for beauty care articles, namely shampoos, hair sprays, hair conditioners, and hair styling aids. .

WHEREAS ASSIGNOR has not abandoned the use of 'LOGO (graphic)' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'LOGO (graphic)' in the United States, along with the appendant "good will".

NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged,

ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'LOGO (graphic)', together with all the "good will" of the business symbolized by the trademark 'LOGO (graphic)', along with all right, title and interest in and to U. S. Registration No. 2,276,476.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By


Wayne Clark

Title: President

October
Dated: ~~November~~ 31, 2003


Witness

Joseph L. Strabala

Typed Name

October
Dated: ~~November~~ 31, 2003


Witness

Helen J. Strabala

Typed Name

TM-Assign-LOGO(design)-Prod.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. Registration
No. 2,276,476 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0173

ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 10 day of 31 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Registration No. 2,319,531 issued on February 15, 2000 for 'SILKOMB' for hair products, namely combs.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark 'SILKOMB' used for hair products, namely combs.

WHEREAS ASSIGNOR has not abandoned the use of 'SILKOMB' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'SILKOMB' in the United States, along with the appendant "good will".

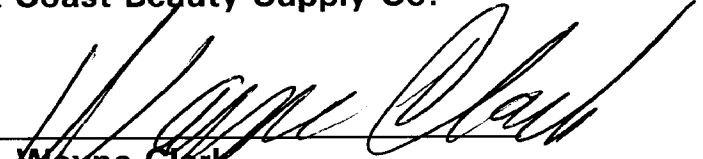
NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'SILKOMB', together with all the "good will"

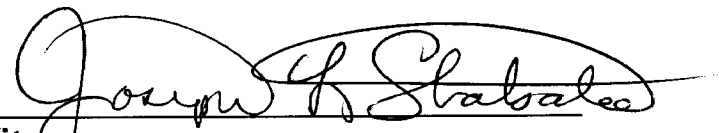
of the business symbolized by the trademark 'SILKOMB', along with all right,
title and interest in and to U. S. Registration No. 2,319,531.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By 
Wayne Clark
Title: President


October
Dated: ~~November~~ 31, 2003


Witness

Joseph L. Strabala

Typed Name

October
Dated: ~~November~~ 31, 2003


Witness

Helen J. Strabala

Typed Name

TM-Assign-SILKOMB.10A

ASSIGNMENT OF TRADEMARK APPLICATION

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Application No. 76/430,437 filed on July, 15, 2002, for 'STATIC FREE' for beauty care products namely brushes

WHEREAS ASSIGNOR is the owner of common law rights to the trademark application 'STATIC FREE' used for beautician products namely brushes.

WHEREAS ASSIGNOR has not abandoned the use of 'STATIC FREE' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'STATIC FREE' in the United States, along with the appendant "good will".

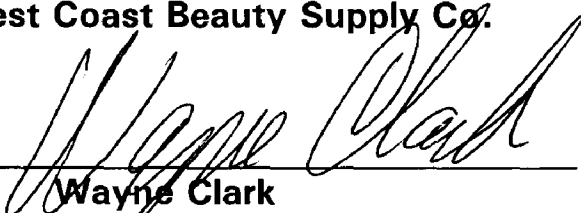
NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right,

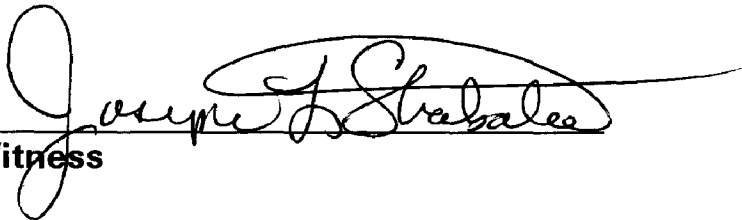
title and interest in the trademark 'STATIC FREE', together with all the "good will" of the business symbolized by the trademark application 'STATIC FREE', along with all right, title and interest in and to U. S. Application No. 76/430,437

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

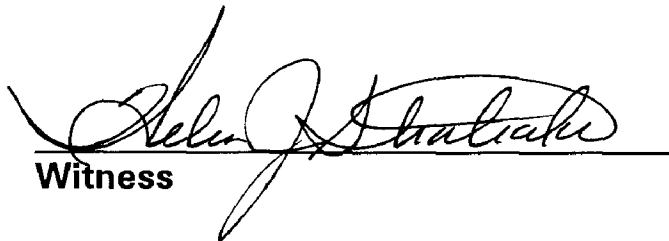
By 
Wayne Clark
Title: President

October
Dated: ~~November~~ 31, 2003


Witness

Joseph L. Strabala
Typed Name

October 31
Dated: ~~November~~ xx, 2003


Witness

Helen J. Strabala
Typed Name

TM-Assign-StaticFree.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. APPLICATION
No. 76/430,437 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0177

ASSIGNMENT OF TRADEMARK APPLICATION

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Application No. 76/478,387 filed on December 26, 2002, for 'ROTORAZOR' for Cutlery products, namely hair razor.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark application 'ROTORAZOR' used for Cutlery, namely hand scissors.

WHEREAS ASSIGNOR has not abandoned the use of 'ROTORAZOR' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'ROTORAZOR' in the United States, along with the appendant "good will".

NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'ROTORAZOR', together with all the "good

will" of the business symbolized by the trademark application 'ROTORAZOR',
along with all right, title and interest in and to U. S. Application No.
76/478,387.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By


Wayne Clark

Title: President

October
Dated: ~~November~~ 31, 2003


Witness

Joseph L. Strabala
Typed Name

October
Dated: ~~November~~ 31, 2003


Witness

Helen J. Strabala
Typed Name

TM-Assign-ROTORAZOR.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. APPLICATION
No. 76/478,387 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0179

ASSIGNMENT OF TRADEMARK APPLICATION

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of 09 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Application No. 76/464.049 filed on November 4, 2002, for 'CLEARLYIONIC' for Beauty products, namely brushes.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark application 'CLEARLYIONIC' used for beauty products, namely brushes.

WHEREAS ASSIGNOR has not abandoned the use of 'CLEARLYIONIC' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'CLEARLYIONIC' in the United States, along with the appendant "good will".

NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right,

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. APPLICATION
No. 76/464,049 AND GOOD WILL ASSOCIATED THERE WITH

-1-

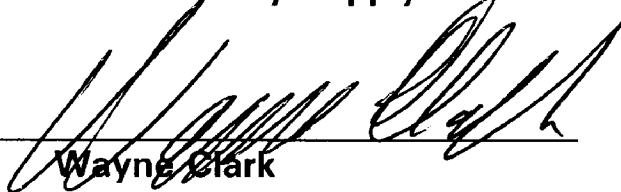
TRADEMARK
REEL: 002865 FRAME: 0180

title and interest in the trademark 'CLEARLYIONIC', together with all the "good will" of the business symbolized by the trademark application 'CLEARLYIONIC', along with all right, title and interest in and to U. S. Application No. 76/464,049.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

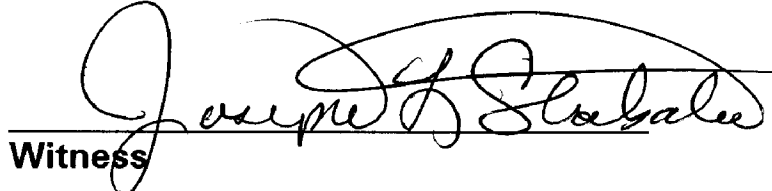
By



Wayne Clark

Title: President

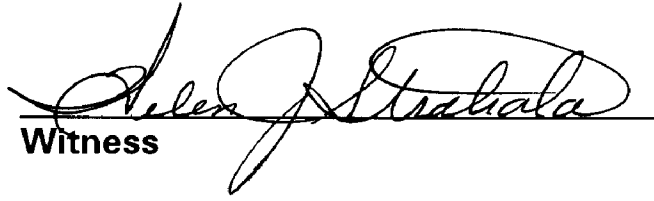
Joseph L. Strabala
Dated: ~~November~~ 31, 2003



Witness

Typed Name

October 31
Dated: ~~November~~ 31, 2003



Witness

Helen J. Strabala

Typed Name

TM-Assign-ClearlyIonic.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. APPLICATION
No. 76/464,049 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0181

ASSIGNMENT OF TRADEMARK APPLICATION

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Application No. 76/478,386 filed on December 26, 2002, for 'ROC-IT-DOG' for Cutlery products, namely hand scissors.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark application 'ROC-IT-DOG' used for Cutlery, namely hand scissors.

WHEREAS ASSIGNOR has not abandoned the use of 'ROC-IT-DOG' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'ROC-IT-DOG' in the United States, along with the appendant "good will".

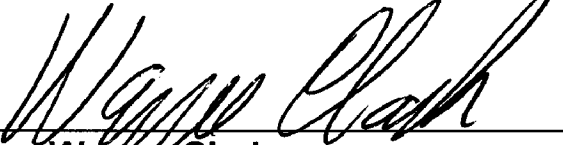
NOW THEREFORE:

For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'ROC-IT-DOG', together with all the "good

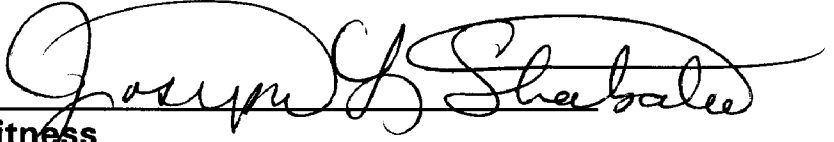
will" of the business symbolized by the trademark application 'ROC-IT-DOG',
along with all right, title and interest in and to U. S. Application No.
76/478,386.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By 
Wayne Clark
Title: President

October
Dated: ~~November~~ 31, 2003


Witness

Joseph L. Strabala
Typed Name

October 31
Dated: ~~November~~ 31, 2003


Witness

Helen J. Strabala
Typed Name

TM-Assign-ROC-IT-DOG.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. APPLICATION
No. 76/478,386 AND GOOD WILL ASSOCIATED THERE WITH

-2-

TRADEMARK
REEL: 002865 FRAME: 0183

ASSIGNMENT OF TRADEMARK APPLICATION

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Application No. 76/483,808 filed on January 21, 2003, for 'ENVY' for capes, namely beautician capes.

WHEREAS ASSIGNOR is the owner of common law rights to the trademark application 'ENVY' used for capes, namely beautician capes.

WHEREAS ASSIGNOR has not abandoned the use of 'ENVY' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'ENVY' in the United States, along with the appendant "good will".

NOW THEREFORE:

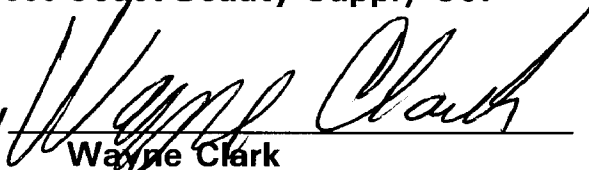
For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right, title and interest in the trademark 'ENVY', together with all the "good will" of

the business symbolized by the trademark application 'ENVY', along with all right, title and interest in and to U. S. Application No. 76/483,808.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By

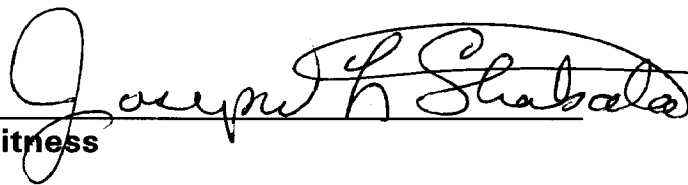


Wayne Clark

Title: President

October
Dated: ~~November~~ 31, 2003

Witness

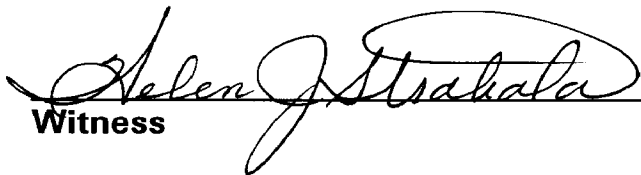


Joseph L. Strabala

Typed Name

October
Dated: ~~November~~ 31, 2003

Witness



Helen J. Strabala

Typed Name

TM-Assign-ENVY.10A

ASSIGNMENT OF TRADEMARK APPLICATION

This assignment is made between THE CRICKET COMPANY, a California Corporation, having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNEE, and West Coast Beauty Supply Co., a California Corporation having a place of business at 5100 Industrial Blvd., Benicia, California, hereinafter ASSIGNOR on this 31 day of OCT 2003.

WHEREAS ASSIGNOR is the owner of U. S. Trademark Application No. 76/483,823 filed on January 21, 2003, for 'MAG-LOC' for beautician products namely magnetic closures for capes

WHEREAS ASSIGNOR is the owner of common law rights to the trademark application 'MAG-LOC' used for beautician products namely magnetic closures for capes

WHEREAS ASSIGNOR has not abandoned the use of 'MAG-LOC' trademark for the above specified products,

WHEREAS ASSIGNOR agrees to transfer, sell, convey and assign to ASSIGNEE all of the right, title and interest in and to the Trademark 'MAG-LOC' in the United States, along with the appendant "good will".

NOW THEREFORE:

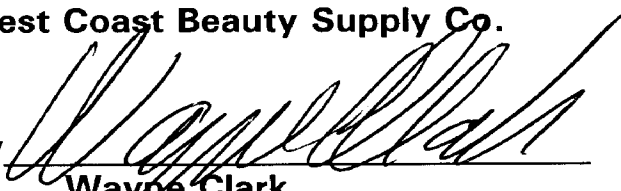
For valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers, sells, conveys and assigns to ASSIGNEE all right,

title and interest in the trademark 'MAG-LOC', together with all the "good will" of the business symbolized by the trademark application 'MAG-LOC', along with all right, title and interest in and to U. S. Application No. 76/483,823.

October
Date: ~~November~~ 31, 2003

West Coast Beauty Supply Co.

By

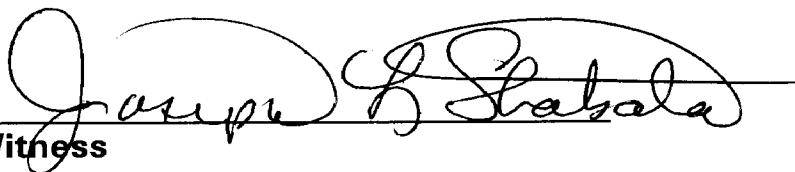


Wayne Clark

Title: President

October 31
Date: ~~November~~ 31, 2003

Witness



Joseph L. Strabala

Typed Name

October
Date: ~~November~~ 31, 2003

Witness



Helen J. Strabala

Typed Name

TM-Assign-MAG-LOC.10A

ASSIGNMENT OF TRADEMARK RIGHTS IN U. S. APPLICATION
No. 76/483,823 AND GOOD WILL ASSOCIATED THERE WITH

-2-

RECORDED: 11/12/2003

TRADEMARK
REEL: 002865 FRAME: 0187