

Form PTO-1504

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

1-31-92

TRADEMARKS ONLY

Patent and Trademark Office

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

1. Name of conveying party(ies):
JFC Marks, LLC
 ___ Individual(s) ___ Association
 ___ General Partnership ___ Limited Partnership
 Corporation-State _____
 Other a New Jersey Limited Liability Company

Additional name(s) of conveying party(ies)
 Attached ___ Yes No

2. Name and address of receiving party(ies):
 Name: **Muelhens GmbH & Co. KG**
 Address: **Venloer Strasse 241-245**
50823 Koeln, Germany
 ___ Individual(s) citizenship _____
 ___ Association _____
 ___ General Partnership _____
 ___ Limited Partnership _____
 Corporation-State _____
 Other a German limited partnership

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 ___ Yes ___ No
 Yes ___ No

(Designations must be a separate document from Assignment)
 Additional name(s) & addresses attached?
 ___ Yes ___ No

3. Nature of conveyance:
 Assignment ___ Merger
 ___ Security Agreement ___ Change of Name
 ___ Other _____

Execution Date: September 19, 2003

4. Trademark Application No.(s) _____
 B. Trademark Registration No.(s).
 1,936,044 (NO REGRETS (stylized and design))
 1,989,119 (NO REGRETS)
 1,945,369 (NO REGRETS)
 Additional Numbers attached? ___ Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Leon Medzhibovsky
 Internal Address: Fulbright & Jaworski L.L.P.
 Street Address: 666 Fifth Avenue
 City: New York State: NY Zip: 10103

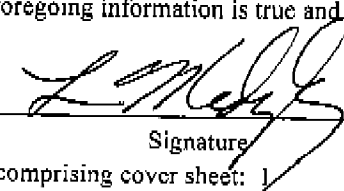
6. Total number of applications and registration involved: 3

7. Total fee (37 CFR 3.41) \$ 90.00
 Enclosed
 Authorized to be charged to deposit account
 (Only if total fee is not sufficient)

8. Deposit account number:
 [NUMBER] 50.0624
 (Attach duplicate copy of this page if paying by deposit account)

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.

Leon Medzhibovsky  July 2, 2004
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 1

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

CH \$90.00 500624 1936044

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10.DEZ.2003 11:16 WELLA AG ABT.REM NR.213 S.2

Schedule A

ASSIGNMENT - U.S.A.

WHEREAS, JFC Marks LLC, a New Jersey corporation having an address at principal place of business at 2182 Route 35 Holmdel, New Jersey 07733 has adopted, used and is the owner of the following trademarks now registered in the Patent and Trademark Offices or other Intellectual Property registration offices located in the countries listed below and in the :

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>	<u>Country</u>
NO REGRETS	1936044	November 14, 1995	U.S.A.
NO REGRETS	1989119	July 23, 1996	U.S.A.
NO REGRETS	1945369	January 2, 1996	U.S.A.

WHEREAS, Muelhens GmbH & Co. KG having a place of business at Venloer Str. 241-245, 50823 Cologne, Germany, is desirous of acquiring said registered trademark,

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, JFC Marks LLC, hereby assigns to Muelhens, all right, title and interest in the above listed Trademarks and registrations therefore, together with the goodwill of the business symbolized by said trademarks, and with the right to recover damages and profits for past infringement if any and is the above registration thereof.

In Witness WHEREOF, JFC Marks LLC, has caused this instrument to be executed by its duly authorized corporate officers as of the

Signed at Holmdel, N.J this 19th day of September 2003.

JFC Marks LLC.
By [Signature]
Title President

STATE OF NJ)
) ss.: 522-43-1285
COUNTY OF Monmouth

On this 19th day of Sept. 2003, personally appeared John Croddick to me known and known to me to be a President of JFC Marks LLC., the assignor above named and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Anne Marie Rickett
Notary

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Received 04/02/2004 08:39 in 01:16 on line 151 for LMO1034, Printed 04/02/2004 08:43 * Pg 2/3.
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212 318 3111

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

In re Trademark Registrations of:

Muelhens GmbH & Co. KG (by assignment
from J.F.C. Marks, L.L.C.)

Registration No.: 1,936,044
Mark: NO REGRETS (stylized & design)

Registration No.: 1,989,119
Mark: NO REGRETS

Registration No.: 1,945,369
Mark: NO REGRETS

To: BOX POST REG/NO FEE
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3514

**REVOCATION OF POWERS OF ATTORNEY
AND APPOINTMENT OF ATTORNEYS AND
DESIGNATION OF DOMESTIC REPRESENTATIVE**

Muelhens GmbH & Co. KG hereby revokes all previous powers of attorney in connection with the above-identified trademark registrations, and hereby appoints Peter F. Felfe, Leon Medzhibovsky, and the other attorneys of FULBRIGHT & JAWORSKI L.L.P., whose postal address is 666 Fifth Avenue, New York, New York 10103, telephone number: 212 318-3182, its attorneys herein, with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection herewith, and to act as Registrant's Domestic Representative in the United States upon whom notice or process in proceedings affecting the above-identified marks may be served, pursuant to Section 1(e) of the Lanham Act, 15 U.S.C. § 1051(e), and 37 C.F.R. 2.24.

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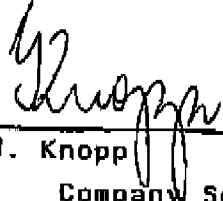
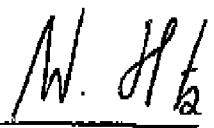
212 318 3111

All communication is to be directed to :

Representative's Name: Leon Medzhibovsky
Address: Fulbright & Jaworski L.L.P.
666 Fifth Avenue
New York, NY 10103
Firm Name: FULBRIGHT & JAWORSKI L.L.P.
Phone: (212) 318-3182
Facsimile: (212) 318-3400

Muelbens GmbH & Co. KG

Date: 30th March, 2004

By:  
Name: M. Knopp W. Schmitz
Title: Company Secretaries

25366110.)

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** TOTAL PAGE.04 **

RECORDED: 07/02/2004

TRADEMARK
REEL: 002885 FRAME: 0098
** TOTAL PAGE: 07 **