

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Heidi's Inc.		10/02/2004	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Regis Inc.		
<b>Street Address:</b>	7201 Metro Boulevard		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55439		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1301006	HEIDI'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)332-1780		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6123328200		
<b>Email:</b>	mlmoore@mhsiplaw.com		
<b>Correspondent Name:</b>	Malcolm L. Moore		
<b>Address Line 1:</b>	225 South Sixth Street, Suite 4850		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 554024612		
<b>ATTORNEY DOCKET NUMBER:</b>	R2-101-01-US		
<b>NAME OF SUBMITTER:</b>	Malcolm L. Moore		
<b>Total Attachments: 1</b>			
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**SERVICE MARK ASSIGNMENT**


WHEREAS, Heidi's Inc., a Michigan corporation having a principal place of business at 32270 Telegraph Road, Suite 150, Bingham Farms, Michigan 48025, is the owner of United States Registration No. 1,301,006, issued October 16, 1984, on the Service Mark HEIDI'S and Design; and

WHEREAS, Regis Inc., a Minnesota corporation having a principal place of business at 7201 Metro Boulevard, Minneapolis, Minnesota 55439, has acquired ownership of all of the intangible property rights of Heidi's Inc. by virtue of a merger agreement of March 15, 1999, and the parties wish to implement the transfer of ownership rights in the mark HEIDI'S and Design and Registration No. 1,301,006 on said mark;

NOW, THEREFORE, for One Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Heidi's Inc. has assigned and does hereby assign *nunc pro tunc* as of March 15, 1999 unto the said Regis Inc. all right, title, and interest in and to the mark HEIDI'S and Design and the above-referenced Registration No. 1,301,006 thereon, together with the good will of the business symbolized by said mark.


HEIDI'S INC.

Dated: 10-2, 2004

By:   
Michael L. Stein  
Its: President

WITNESS:

Dated: 10-2, 2004

  
Print Name: Laura Winkler