

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Apollo Products, Inc.		11/09/2004	CORPORATION: MISSOURI

RECEIVING PARTY DATA	
Name:	Harologi of Sweden, AB
Street Address:	Box 8104
City:	Spanga
State/Country:	SWEDEN
Postal Code:	16308
Entity Type:	CORPORATION: SWEDEN

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76518646	HAIR OLOGY

CORRESPONDENCE DATA	
Fax Number:	(312)427-6663
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(312) 427-1300
Email:	CHIUSTM@LADAS.NET
Correspondent Name:	Ladas & Parry LLP
Address Line 1:	224 South Michigan Avenue
Address Line 2:	Suite 1200
Address Line 4:	Chicago, ILLINOIS 60604

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

CH \$40.00 76518646

NAME OF SUBMITTER:

John E. McKie

Total Attachments: 4

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4. Upon full execution of this Assignment and Agreement by both parties, Assignee agrees to pay to Assignor the sum of twelve thousand U.S. Dollars (U.S. \$12,000.00) as full and complete compensation for this Assignment and Agreement.

IN WITNESS THEREOF, the parties have caused this Assignment to be executed by the signature of its authorized representative as set forth below.

APOLLO PRODUCTS, INC.

State of Mo.
County of Platte

By: Charles W. Nelson

Printed Name & Position: Charles W. Nelson Pres.

Acknowledgment

The undersigned hereby certifies that the above signer personally appeared before me, and being duly sworn, acknowledged signature of this Trademark Assignment with the authorization of, and on behalf of, Apollo Products, Inc. Certified by my seal and signature on this 9 day of November, 2004.

Brenda Anders
Notary Public

BRENDA ANDERS
Notary Public - State of Missouri
Commissioned in Clay County
My Commission Expires July 1, 2005

My Commission Expires: July 1, 2005

HAROLOGI OF SWEDEN AB

By: Dietmar Plaines

Printed Name & Position: Dietmar Plaines
Chairman of the board

Acknowledgment

The undersigned witness hereby affirms that the above signer personally appeared before them, and acknowledged signature of this Trademark Assignment and Agreement with the authorization of, and on behalf of, Harologi of Sweden AB, on this 22 day of October, 2004.

Leo Passade
Signature of Witness

Leo Passade - chairman.
Name and Position

EXHIBIT A



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Typed Drawing

Word Mark HAIR OLOGY

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: HAIR CARE PREPARATIONS; NAMELY, HAIR CLEANER, SHAMPOO, CONDITIONER, HAIR SPRAY, HAIR STYLING MOUSSE, HAIRPIECE CLEANER, HAIRPIECE REMOVER AND HAIRPIECE ADHESIVE REMOVER; SKIN LOTION; AND COLOGNE. FIRST USE: 20020700. FIRST USE IN COMMERCE: 20020700

IC 026. US 037 039 040 042 050. G & S: HAIRPIECES AND HAIRPIECE TAPE. FIRST USE: 20020700. FIRST USE IN COMMERCE: 20020700

IC 035. US 100 101 102. G & S: RETAIL STORE SERVICES IN THE FIELD OF HAIR CARE PREPARATIONS, SKIN LOTIONS, COLOGNES, WIGS, TOUPEES, AND OTHER TYPES OF HAIRPIECES. FIRST USE: 20020700. FIRST USE IN COMMERCE: 20020700

IC 044. US 100 101. G & S: HAIRSTYLING SALON SERVICES AND HAIR REPLACEMENT SERVICES. FIRST USE: 20020700.

TRADEMARK
REEL: 002977 FRAME: 0612

U.S. TRADEMARK PURCHASE AGREEMENT & ASSIGNMENT

WHEREAS, Apollo Products, Inc., a Missouri corporation, with offices at 2255 N.W. Vivion Road, Kansas City, Missouri 64150 ("Assignor") has adopted and used and owns the following Mark - **HAIR OLOGY** ("the Mark");

WHEREAS, the Assignor is the owner of record of the following use-based federal registration application (the "subject application") for the Mark on the Principal Register of the United States Patent and Trademark Office, as identified below, and as further detailed in the USPTO TESS database printout set forth in Exhibit A attached hereto:

<u>The Mark</u>	<u>Application Serial</u>	<u>Application Filing Date</u>
HAIR OLOGY	76/518646	June 2, 2003

; and

WHEREAS, Harologi of Sweden, AB, a corporation organized and existing under the laws of Sweden, with offices at Box 8104, 16308 Spanga, Sweden ("Assignee"), has an existing international business in the hair care field under its trade name and trademark HAROLOGI and desires to acquire the Mark, the subject application, and all Assignor's rights therein;

NOW, THEREFORE, in mutual consideration of the covenants and considerations hereinafter set forth, the parties warrant and agree as follows:

1. Assignor represents and warrants as follows: That to the best of its present knowledge, Assignor is the sole owner of all right, title and interest in and to the Mark, and the subject application; That the Assignor is able to convey its full title in and to the Mark, and the subject application, free and clear to Assignee; and that the Assignor has not previously assigned, transferred, encumbered or granted license or other security interests in, or licensed the Mark, or the subject application, to another.

2. Assignor hereby sells, assigns and transfers to Assignee all its rights in the Mark and the subject application, including the entire right, title and interest in and to the Mark in perpetuity, together with the goodwill of the business symbolized by the Mark, the subject registration application, and any and all common law rights and other rights of use, the same to be held and enjoyed by the Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by the Assignor absent this Assignment.

3. Assignor agrees that it and its agents, principals and affiliates, will not hereafter make or authorize use of the subject Mark, whether alone or in combination, or any designation confusingly similar thereto, in connection with goods or services in the hair care field or otherwise.