

06-30-2004



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Form PTO 1594  
5-29-03 (modified)

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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

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

2004 JUN 28 AM 9:54  
FINANCE SECTION  
6-28-04

1. Name of conveying party(ies):  
Regis Inc.  
7201 Metro Boulevard  
Minneapolis, MN 55439

( ) Individual(s) ( ) Association  
( ) General Partnership ( ) Limited Partnership  
(X) Other a Minnesota corporation

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

3. Nature of conveyance:  
(X) Assignment ( ) Merger  
( ) Security Agreement ( ) Change of Name  
( ) Other \_\_\_\_\_

Execution Date: June 8, 2004

2. Name and address of receiving party(ies)  
Name: Curtis Squire, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 7201 Metro Boulevard  
City: Minneapolis State: MN ZIP 55439

( ) Individual Citizenship \_\_\_\_\_  
( ) Association, State \_\_\_\_\_  
( ) General Partnership \_\_\_\_\_  
( ) Limited Partnership \_\_\_\_\_  
(X) Other a Minnesota corporation

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 (X)

4. Application number(s) or registration number(s):

A. Trademark Application Number(s):

B. Trademark Registration Number(s):  
2,470,913

Additional numbers attached? Yes ( ) No (X)

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Malcolm L. Moore  
Internal Address: MOORE, HANSEN & SUMNER  
Street Address: 2900 Wells Fargo Center  
90 South Seventh Street  
City: Minneapolis State: MN ZIP 55402

6. Total number of applications and registrations involved: (1)

7. Total fee (37 CFR 3.41): \$ 40.00  
(X) Enclosed  
( ) Authorized to be charged to deposit account

8. Deposit account number:  
13-4300  
(Attach duplicate copy of this page if paying by deposit account)

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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.*

Malcolm L. Moore  
Name of Person Signing

*Malcolm L. Moore*  
Signature

June 23, 2004  
Date

Total number of pages including cover sheet, attachments, and documents ( 2 )

Mail documents to be recorded with required cover sheet information to:  
Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office,  
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between Regis Inc., a Minnesota corporation with principal offices at 7201 Metro Boulevard, Minneapolis, Minnesota 55439 (“Assignor”) and Curtis Squire, Inc., a Minnesota corporation with offices at 7201 Metro Boulevard, Minneapolis, Minnesota 55439 (“Assignee”).

WHEREAS, Assignor is the owner of the following trademark (the “Mark”) and the associated registration:

<u>Mark</u>	<u>Country</u>	<u>Registration Number</u>	<u>Registration Date</u>
MAXIMS	U.S.	2,470,913	July 24, 2001

WHEREAS, Assignor desires to assign to Assignee and Assignee wishes to acquire from Assignor the Mark and the goodwill of the business associated therewith and the associated registration.

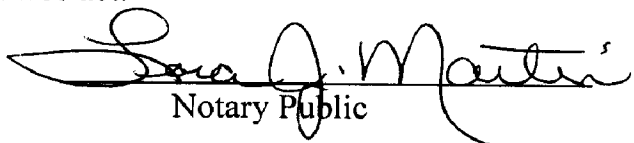
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark together with the goodwill of the business associated therewith and the associated registration. This Trademark Assignment includes all rights in the nature of trademark and trade name rights, as well as the right to sue for past infringement of any third party. Assignor agrees to execute and deliver at the request of Assignee all necessary documents, instruments, and assignments and do any necessary and legal acts that Assignee may require in order to vest all of Assignor’s right, title, and interest in and to the Mark and associated registration in Assignee.

REGIS INC.

By:   
Eric A. Bakken, Vice President

STATE OF MINNESOTA            )  
  )ss.  
COUNTY OF HENNEPIN        )

On this 8<sup>th</sup> day of June, 2004, before me appeared Eric A. Bakken, the person who signed this document, who acknowledged that he signed it as a free act.

  
Notary Public

