

11-02-2004

8/8/04

TRADEMARK

CC



102873290

Attorney Docket No.

P444.22-0003-0005, P444.22-0010, P444.22-0013-0014, P444.22-0022, P444.22-0027, P444.22-0031, P444.22-0037-0038, P444.22-0043-0051, P444.22-0054-0057, P444.22-0059-0062

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

1. Name of conveying party:
BDV, LLC

Individual(s) Association

General Partnership Limited Partnership

Corporation-State Other Explain

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

3. Nature of Conveyance:

Assignment Merger Security Agreement

Change of Name Other _____

Execution Date: July 26, 2004

2. Name and address of receiving party(ies):

Name: Goldberg Consulting LLC

Internal Address: _____

Street Address: 134 Columbia Court

City Chaska State Minnesota ZIP 55318

Individual(s) Citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation-State Minnesota

Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No
(Designation must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4A. Application No.(s)

Additional numbers attached? Yes No

4B. Registration No.(s)

Additional numbers attached? Yes No

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

Name: David R. Fairbairn
KINNEY & LANGE, P.A.

Street Address: THE KINNEY & LANGE BUILDING
312 South Third Street

City: Minneapolis State: MN ZIP 55415-1002

6. Total number of applications and registrations involved: ??

7. Total fee (37 CFR 2.6(b)(6)):.....\$ 715.00

8. Method of Payment

Enclosed

The Commissioner is authorized to charge payment of any additional recording fees or credit any overpayment to deposit account No. 11-0982. A duplicate copy of this page is enclosed.

11/01/2004 ECOOPER 00000252 76477683

01 FC:8521

40.00 DP

02 FC:8522

675.00 DP

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.

David R. Fairbairn

Name of Person Signing

Signature

7/28/04

Date

Total number of pages including cover sheet, attachments and document: [4]

Exhibit A

Application No.	Mark
76/477,683	PROGRESSIVE BEAUTY BRANDS
76/479,934	PROGRESSIVE BEAUTY BRANDS (Stylized)
76/533,067	SAME AS
76/533,114	SAME●AS
76/533,116	SAMEAS
Registration No.	Mark
1,089,000	PLACENTA PLUS
1,267,575	RADIANT GLO
1,545,995	SPRAY N' GEL
1,781,006	GLY-MIRACLE
1,816,494	PEPPAR
1,950,112	HAIR THERAPY
2,103,755	LUCKY KENTUCKY
2,512,538	LUCKY KENTUCKY and Design
2,519,905	UDDER WIZE and Design
2,519,906	UDDER WIZE (Stylized)
2,559,546	STAR BURST
2,599,133	TEXTURED TOP
2,599,134	OUTER WEAR
2,615,902	LACQUERED LOCKS
2,650,030	411
2,650,338	IRONED OUT
2,684,356	FIBERSHINE COMPLEX
2,707,621	SPOOLZ CURL BALM

2,709,850	X-LARGE VOLUMIZING FOAM
2,721,791	PHAT HAIR
2,767,405	PURE A TEAS
2,839,012	411 HAIR INFO
2,851,384	SPA SOLUTIONS

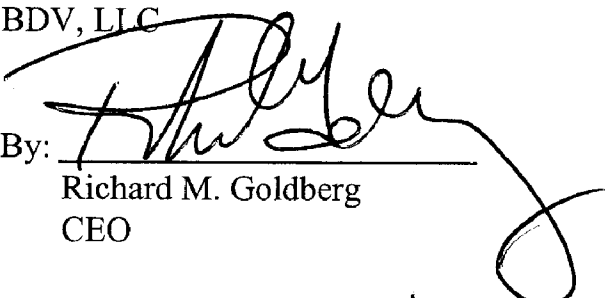
ASSIGNMENT

BDV, LLC, a Minnesota corporation (herein "Assignor"), and has adopted and is using the marks (see Exhibit A) for which the Assignor has either filed an application or obtained registration in the United States Patent and Trademark Office, (see Exhibit A).

Goldberg Consulting LLC has an office and principal place of business at 134 Columbia Court, Chaska, Minnesota, a Minnesota limited liability company (herein "Assignee") and desires to acquire Assignor's entire right, title and interest in and to the marks (see Exhibit A).

For good and valuable consideration, the receipt and adequacy of which are acknowledged, the Assignor has assigned and hereby does assign to the Assignee, Assignor's entire right, title and interest in and to the marks, together with the goodwill of the business associated with the marks, (see Exhibit A).

BDV, LLC

By: 

Richard M. Goldberg
CEO

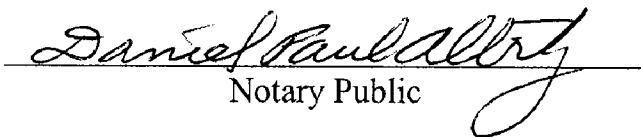
Date: 7/26/04

STATE OF Minnesota)

) ss.

COUNTY OF Carver)

Subscribed and sworn to before me, a Notary Public, this 26th day of July, 2004.


Notary Public

(SEAL)

