

12-704

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

12-14-2004



To the Director of the United States Patent

Attached original documents or copy thereof.

102900976
Alexandria, VA 22313-1450

12-6-04

1. Name of conveying party(ies):
PureOlogy Research, LLC

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State California
 Other _____

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

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

Internal Address _____
Street Address 600 Montgomery Street, Suite 2900

City San Francisco State CA ZIP 94111

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 Other _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 11/23/2004

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

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

A. Trademark Application No.(s) See attached sheet.
B. Trademark registration No.(s) See attached sheet.

Additional numbers attached? Yes No

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

JONES DAY
717 Texas, Suite 3300
Houston, TX 77002

Attn: Carol M. Wilhelm

File No.: 505234-600006

6. Total number of applications and registrations involved: 22

7. Total fee (37 CFR 3.41).....\$ 565.00
Please charge to the deposit account listed in Section 8, as well as any other fees which may be due.

8. Deposit account number:
50-3013

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.

Carol M. Wilhelm _____ Carol M. Wilhelm _____ 12/6/05
Name of Person Signing Reg. No. Signature Date

Total number of pages comprising cover sheet: 5

Mail documents to be recorded with required cover sheet information to:
Director of the United States Patent and Trademark Office
P.O. Box 1450, Alexandria, VA 22313-1450

12/13/2004 GTON11 00000175 503013 78283437
01 FC:8521 40.00 DA
02 FC:8522 525.00 DA

TRADEMARK
REEL: 003091 FRAME: 0234



Schedule of Trademark Applications and Registrations

<u>Mark</u>	<u>Country</u>	<u>Reg./App. No.</u>	<u>Reg./App. Date</u>
ANTIFADE COMPLEX	USA	Ser. No. 78283437	2003-08-05
COLOURMAX	USA	2751238	2003-08-12
FOUR CIRCLE DESIGN	USA	2536743	2002-02-05
HYDRATECONDITION	USA	2885460	2004-09-14
HYDRATESHAMPOO	USA	2885459	2004-09-14
INCHARGE	USA	2646935	2002-11-05
INCHARGE PLUS	USA	Ser. No. 78357457	2004-01-26
LONGER COLOUR LIFE GUARANTEED!	USA	2796338	2003-12-16
LONGER LASTING HAIR COLOUR - GUARANTEED!	USA	2796337	2003-12-16
NANOWORKS	USA	Ser. No. 78395001	2004-04-01
POWERDRESSING	USA	2644156	2002-10-29
PUREOLOGY	USA	2595771	2002-07-16
PUREOLOGY SERIOUS COLOUR CARE	USA	2644157	2002-10-29
PUREVOLUME	USA	2835292	2004-04-20
PURIFYSHAMPOO	USA	2880551	2004-08-31
RECONTSTRUCTREPAIR	USA	2880552	2004-08-31
ROOTLIFT	USA	2548624	2002-03-12
SAFEGUARD YOUR COLOUR	USA	2743384	2003-07-29
SHINEMAX	USA	2805663	2004-01-13
SUPERSTRAIGHT	USA	2896476	2004-10-19
TEXTURETWIST	USA	2584925	2002-06-25
ZEROSULFATE	USA	2560693	2002-04-09



Schedule of Trademark Applications and Registrations

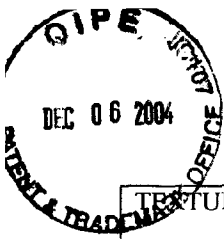
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ANTIFADE COMPLEX	USA	Ser. No. 78283437	2003-08-05
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INCHARGE	USA	2646935	2002-11-05
INCHARGE PLUS	USA	Ser. No. 78357457	2004-01-26
LONGER COLOUR LIFE GUARANTEED!	USA	2796338	2003-12-16
LONGER LASTING HAIR COLOUR - GUARANTEED!	USA	2796337	2003-12-16
NANOWORKS	USA	Ser. No. 78395001	2004-04-01
POWERDRESSING	USA	2644156	2002-10-29
PUREOLOGY	USA	2595771	2002-07-16
PUREOLOGY SERIOUS COLOUR CARE	USA	2644157	2002-10-29
PUREVOLUME	USA	2835292	2004-04-20
PURIFYSHAMPOO	USA	2880551	2004-08-31
RECONTSTRUCTREPAIR	USA	2880552	2004-08-31
ROOTLIFT	USA	2548624	2002-03-12
SAFEGUARD YOUR COLOUR	USA	2743384	2003-07-29
SHINEMAX	USA	2805663	2004-01-13
SUPERSTRAIGHT	USA	2896476	2004-10-19
TEXTURETWIST	USA	2584925	2002-06-25
ZEROSULFATE	USA	2560693	2002-04-09



SCHEDULE A

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ANTIFADE COMPLEX	USA	Ser. No. 78283437	2003-08-05
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INCHARGE PLUS	USA	Ser. No. 78357457	2004-01-26
LONGER COLOUR LIFE GUARANTEED!	USA	2796338	2003-12-16
LONGER LASTING HAIR COLOUR - GUARANTEED!	USA	2796337	2003-12-16
NANOWORKS	USA	Ser. No. 78395001	2004-04-01
POWERDRESSING	USA	2644156	2002-10-29
PUREOLOGY	USA	2595771	2002-07-16
PUREOLOGY SERIOUS COLOUR CARE	USA	2644157	2002-10-29
PUREVOLUME	USA	2835292	2004-04-20
PURIFYSHAMPOO	USA	2880551	2004-08-31
RECONTSTRUCTREPAIR	USA	2880552	2004-08-31
ROOTLIFT	USA	2548624	2002-03-12
SAFEGUARD YOUR COLOUR	USA	2743384	2003-07-29
SHINEMAX	USA	2805663	2004-01-13
SUPERSTRAIGHT	USA	2896476	2004-10-19

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HUI-44853v2



TEXTURETWIST	USA	2584925	2002-06-25
VOLUMECONDITION	USA	Ser. No. 78283414	2003-08-05
VOLUMESHAMPOO	USA	Ser. No. 78283409	2003-08-05
ZEROSULFATE	USA	2560693	2002-04-09



ASSIGNMENT

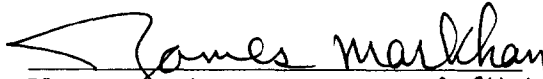
WHEREAS, PureOlogy Research, LLC, a California limited liability company, with a principal place of business at 2010 Main Street, Suite 650, Irvine, California 92614, United States of America ("Assignor"), is the owner of the trademark(s) thereof in the United States Patent and Trademark Office as set forth in **Schedule A** attached hereto together with the goodwill of the business connected with and symbolized by said trademarks; and

WHEREAS, PR Acquisition LLC, a Delaware limited liability company, with a principal place of business at 600 Montgomery Street, Suite 2900, San Francisco, California 94111 ("Assignee"), is desirous of acquiring said trademark(s) thereof together with the goodwill of the business connected with and symbolized by said trademark(s). Assignee is the successor to the portion of the ongoing and existing business to which the trademark(s) pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor, as of November 23, 2004, does hereby sell and assign unto the Assignee, all right, title and interest in and to said trademark(s) thereof as set forth in **Schedule A** attached hereto, together with the goodwill of the business connected with and symbolized by said trademark(s) and together with all the rights for recovery, damages and profits for past infringements, if any.

IN WITNESS WHEREOF, the Assignor, PureOlogy Research, LLC, has caused this instrument to be executed this 23rd day of November, 2004.

PureOlogy Research, LLC


Name: JAMES MARKHAM
Title: CEO