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1-31-92

12-14-2004



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To the Director of the United States Patent and Trademark Office. Please record the attached original documents or copy thereof.
P.O. Box 1450
Alexandria, VA 22313-1450

12-6-04

1. Name of conveying party(ies):
PR Acquisition LLC

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

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

2. Name and address of receiving party(ies):
Name: PureOlogy Research, 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: 11/30/2004

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
Name of Person Signing Reg. No. Carol M. Wilhelm Signature 12/6/04 Date

Total number of pages comprising cover sheet: 4

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 GT0N11 00000176 503013 78283437
01 FC:8521 40.00 DA
02 FC:8522 525.00 DA

TRADEMARK
REEL: 003091 FRAME: 0284



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



Delaware

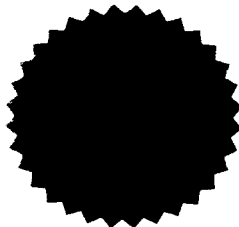
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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "PR ACQUISITION LLC", CHANGING ITS NAME FROM "PR ACQUISITION LLC" TO "PUREOLOGY RESEARCH, LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF NOVEMBER, A.D. 2004, AT 10:41 O'CLOCK P.M.

3859119 8100

040861000



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3509057

DATE: 12-01-04

TRADEMARK
REEL: 003091 FRAME: 0286



State of Delaware
 Secretary of State
 Division of Corporations
 Delivered 10:41 PM 11/30/2004
 FILED 10:41 PM 11/30/2004
 SRV 040861000 - 3859119 FILE

**CERTIFICATE OF AMENDMENT OF
 CERTIFICATE OF FORMATION OF**

PR ACQUISITION LLC

PR ACQUISITION LLC, a limited liability company organized and existing under and by virtue of the Limited Liability Company Act of the State of Delaware (the "Company"), DOES HEREBY CERTIFY:

FIRST: The name of the Company is PR Acquisition LLC.

SECOND: The date on which the Certificate of Formation of the Company was originally filed with the Secretary of State of the State of Delaware is October 25, 2004.

THIRD: The Certificate of Formation of the limited liability company is hereby amended as follows:

Paragraph FIRST shall be amended and restated to read in its entirety as follows:

FIRST: The name of the limited liability company (hereinafter called the "Company") is PureOlogy Research, LLC.

IN WITNESS WHEREOF, the undersigned has caused this Certificate of Amendment to be executed this 30th day of November, 2004.

PR HOLDING CORP., Member

By: 

James L. O'Hara, Vice President

RUL16444v1

TOTAL P.02