

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------|----------|----------------|-------------------------|
| Nexus Products Company | | 05/18/2005 | CORPORATION: CALIFORNIA |

RECEIVING PARTY DATA

| | |
|------------------------|--------------------------|
| Name: | Alberto-Culver USA, Inc. |
| Street Address: | 2525 Armitage Avenue |
| City: | Melrose Park |
| State/Country: | ILLINOIS |
| Postal Code: | 60160 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 93

| Property Type | Number | Word Mark |
|----------------------|---------|------------------|
| Registration Number: | 2016795 | A |
| Registration Number: | 1944230 | ALOE RID |
| Registration Number: | 2588432 | ALOE RID |
| Registration Number: | 1969676 | ALOXXI |
| Registration Number: | 1945079 | ALOXXI |
| Registration Number: | 2005674 | ALOXXI |
| Registration Number: | 2601084 | ALOXXI |
| Registration Number: | 1939417 | ALOXXI BLOCK |
| Registration Number: | 1948202 | ALOXXI BOOST |
| Registration Number: | 1939362 | ALOXXI CHROMA |
| Registration Number: | 1940682 | ALOXXI H2O2 |
| Registration Number: | 2013026 | ALOXXI LIGHTENER |
| Registration Number: | 1970867 | ALOXXI LOCK |
| Registration Number: | 2371899 | ASSURE |

CH \$2340.00 2016795

| | | |
|----------------------|---------|---------------------------------|
| Registration Number: | 2591551 | ASSURE |
| Registration Number: | 2642765 | AXIOS |
| Registration Number: | 2199083 | AXIOS MAN |
| Registration Number: | 2333868 | BABASSU MUD |
| Registration Number: | 1941290 | BOTANOIL |
| Registration Number: | 2585324 | BOTANOIL |
| Registration Number: | 1942943 | DANDARREST |
| Registration Number: | 2578678 | DANDARREST |
| Registration Number: | 2548299 | DESIGNING BUTTER |
| Registration Number: | 1719774 | DIAMETRESS |
| Registration Number: | 2591555 | DIAMETRESS |
| Registration Number: | 2495123 | DZYN MAKER |
| Registration Number: | 1955478 | EMERGENCEE |
| Registration Number: | 2585323 | EMERGENCEE |
| Registration Number: | 2571352 | ENPHUSE INTENSIVE RECONSTRUCTOR |
| Registration Number: | 2612698 | EXOIL |
| Registration Number: | 1992696 | FEED YOUR HEAD |
| Registration Number: | 2693714 | FEED YOUR HEAD |
| Registration Number: | 2750610 | FEED YOUR HEAD |
| Registration Number: | 2349232 | FLORALACTIVE |
| Registration Number: | 2242532 | FLORALSCIENCE |
| Registration Number: | 2134905 | FLOWERGENICS |
| Registration Number: | 2100217 | FLOWERGENICS |
| Registration Number: | 2591554 | FLOWERGENICS |
| Registration Number: | 2591552 | FLOWERGENICS |
| Registration Number: | 2591553 | HEADRESS |
| Registration Number: | 1738892 | HEADRESS LEAVE-IN CONDITIONER |
| Registration Number: | 2513477 | HUMECTRESS |
| Registration Number: | 2431812 | HUMECTRESS |
| Registration Number: | 1448075 | HUMECTRESS |
| Registration Number: | 2418615 | HYDRUSS |
| Registration Number: | 2607788 | INERGY |
| Registration Number: | 2554120 | KELATE |
| Registration Number: | 2586577 | KELATE |
| Registration Number: | 1449190 | KERAPHIX |

| | | |
|----------------------|---------|--------------------------------------|
| Registration Number: | 2609714 | KERAPHIX |
| Registration Number: | 2757186 | LUXXTRESS |
| Registration Number: | 1951557 | MAXXIMUM |
| Registration Number: | 1944229 | MAXXISTYLER |
| Registration Number: | 2588433 | MAXXISTYLER |
| Registration Number: | 2576621 | MAXXWAX |
| Registration Number: | 1196046 | NATURE AND EARTH UNITED WITH SCIENCE |
| Registration Number: | 2352745 | NECTARESS |
| Registration Number: | 2654067 | NEXXSTYLER |
| Registration Number: | 2497184 | NEXXTACY |
| Registration Number: | 1743828 | NEXXT GENERATION |
| Registration Number: | 2444553 | NEXXUS |
| Registration Number: | 1376635 | NEXXUS |
| Registration Number: | 1551053 | NEXXUS |
| Registration Number: | 1558098 | NEXXUS |
| Registration Number: | 2521278 | NEXXUS |
| Registration Number: | 2345345 | NEXXUS |
| Registration Number: | 2578319 | NEXXUSPHERE |
| Registration Number: | 2518762 | NEXXUSPHERES |
| Registration Number: | 1997879 | NU SET |
| Registration Number: | 2271592 | PANTHENOX |
| Registration Number: | 1944228 | PEP'R'MINT |
| Registration Number: | 2677017 | PEP 'R' MINT |
| Registration Number: | 2665719 | PHYTO ORGANICS |
| Registration Number: | 2591916 | PHYTO ORGANICS |
| Registration Number: | 1988119 | REJUV-A-PERM |
| Registration Number: | 2385901 | RETEXXTUR |
| Registration Number: | 2591515 | RETEXXTUR |
| Registration Number: | 2495122 | SHINESQUE |
| Registration Number: | 2612604 | SIMPLY SILVER |
| Registration Number: | 1956190 | SNIP |
| Registration Number: | 2744543 | SYNTRESS |
| Registration Number: | 2425590 | THE ARTS |
| Registration Number: | 2396357 | THE ARTS CURL RELAXX |
| Registration Number: | 1635911 | THERAPPE |

| | | |
|----------------------|---------|-------------|
| Registration Number: | 2654132 | THERAPPE |
| Registration Number: | 2588442 | VELVET |
| Registration Number: | 2070936 | VELVET |
| Registration Number: | 2842222 | VERSASTYLER |
| Registration Number: | 1711065 | VITA-TRESS |
| Registration Number: | 2517180 | VITATRESS |
| Registration Number: | 2524876 | VITATRESS |
| Registration Number: | 2803148 | Y SERUM |
| Registration Number: | 2724426 | Y SERUM |

CORRESPONDENCE DATA

Fax Number: (708)450-3409

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 708-450-3000

Email: mcarson@alberto.com

Correspondent Name: Patricia M. DeSimone, Esq.

Address Line 1: 2525 Armitage Avenue

Address Line 4: Melrose Park, ILLINOIS 60160

| | |
|--------------------|----------------------|
| NAME OF SUBMITTER: | Patricia M. DeSimone |
| Signature: | /PMD/ |
| Date: | 07/22/2005 |

Total Attachments: 8

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TRADEMARK ASSIGNMENT

This Assignment is made and effective the 18th day of May, 2005 between Nexxus Products Company, a corporation organized under the laws of California and headquartered at 82 Coromar Drive, Goleta, California 93117 ("Assignor") and Alberto-Culver USA, Inc., a corporation organized under the laws of Delaware and headquartered at 2525 Armitage Avenue, Melrose Park, Illinois 60160 ("Assignee").

WHEREAS, pursuant to the Asset Purchase Agreement dated May 9, 2005 (the "Asset Purchase Agreement") Assignor wishes to convey to Assignee any and all Assignor's rights in and to any and all names, marks and trade dress used in the Beauty Business, together with the trademark applications and/or registrations therefore, including without limitation those trademark applications and/or registrations listed in Schedule A attached hereto (hereinafter all such names, trade dress, marks, applications and registrations are referenced collectively as "Trademarks").

WHEREAS, the Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee, any and all of Assignor's rights, title and interest in and to the Trademarks together with any and all of Assignor's rights to the goodwill symbolized by the Trademarks and with any and all of Assignor's right to all causes of action (except for claims that may be described in Schedule 2.1.13 to the Asset Purchase Agreement) for past infringement of the Trademarks including the right to recover for damages and profits and all other remedies for past infringements thereof.

The Assignor and Assignee have agreed to execute all further documents that may be reasonably required to effect recordation of the Trademark Assignment in the appropriate Official Trademark Office.

All capitalized terms not otherwise defined herein shall have the meaning ascribed to them in the Asset Purchase Agreement.

This Assignment shall be subject to Article 11 of the Asset Purchase Agreement, including paragraph 11.2(b) thereof.

IN WITNESS WHEREOF, the said parties hereto cause their corporate seals to be affixed, together with the signatures of duly authorized officers, the day and year first above written.

Assignor: Nexxus Products Company

Assignee: Alberto-Culver USA, Inc.

Corporate Seal

Corporate Seal

By: 

By: 

Name: Stephen J. Redding

Name: Reed L. Anders

Title: President

Title: Vice President


Date: May 18, 2005

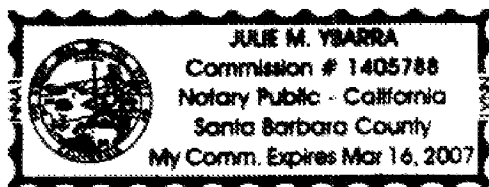
Date: May 18, 2005

ASSIGNOR'S CORPORATE ACKNOWLEDGMENT

COUNTRY OF UNITED STATES OF AMERICA)
STATE OF CALIFORNIA) SS.
COUNTY OF SANTA BARBARA)

On this 18 day of May, 2005, before me a notary public in and for the above mentioned county and state, personally appeared Stephen J. Redding, to me known, who being by me duly sworn, did depose and say that he is President of Nexxus Products Company, the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by the order of the Board of Directors of said corporation.


Notary Public

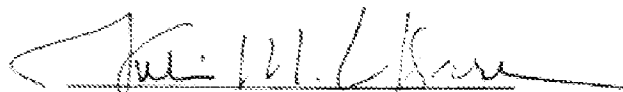


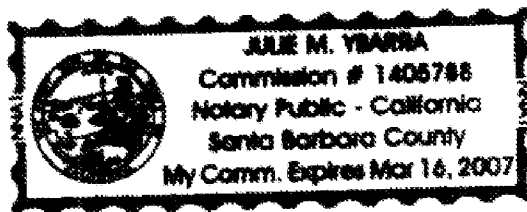
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TRADEMARK
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ASSIGNEE'S CORPORATE ACKNOWLEDGEMENT

COUNTRY OF UNITED STATES OF AMERICA)
STATE OF CALIFORNIA) SS.
COUNTY OF SANTA BARBARA)

On this 18 day of May, 2005, before me, a notary public in and for the above mentioned county and state, personally appeared Reed L. Anders, to me known, who deemed by me duly sworn, did depose and say that he is Vice President of Alberto-Culver USA, Inc., the corporation described in and which executed the within instrument; that he knows the seal of said corporation; the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation.


Notary Public



(SEAL)

TRADEMARK
REEL: 003126 FRAME: 0079

SCHEDULE A
UNITED STATES

| <u>Mark</u> | <u>Registration Number</u> |
|--------------------------------------|----------------------------|
| A (DESIGN) | 2016795 |
| ALOE RID | 1944230 |
| ALOE RID | 2588432 |
| ALOXXi | 1969676 |
| ALOXXi | 1945079 |
| ALOXXi | 2005674 |
| ALOXXI | 2601084 |
| ALOXXi BLOCK | 1939417 |
| ALOXXi BOOST | 1948202 |
| ALOXXi CHROME | 1939362 |
| ALOXXi H ₂ O ₂ | 1940682 |
| ALOXXi LIGHTENER | 2013026 |
| ALOXXi LOCK | 1970867 |
| ASSURE | 2371899 |
| ASSURE | 2591551 |
| AXIOS | 2642765 |
| AXIÖS MAN | 2199083 |
| BABASSU MUD | 2333868 |
| BOTANOIL | 1941290 |
| BOTANOIL | 2585324 |
| DANDARREST | 1942943 |
| DANDARREST | 2578678 |
| DESIGNING BUTTER | 2548299 |
| DIAMETRESS | 1719774 |
| DIAMETRESS | 2591555 |
| DZYN MAKER | 2495123 |
| EMERGENCEE | 1955478 |
| EMERGENCEE | 2585323 |

| <u>Mark</u> | <u>Registration Number</u> |
|--------------------------------------|----------------------------|
| ENPHUSE INTENSIVE RECONSTRUCTOR | 2571352 |
| EXOIL | 2612698 |
| FEED YOUR HEAD | 1992696 |
| FEED YOUR HEAD | 2693714 |
| FEED YOUR HEAD | 2750610 |
| FLORALACTIVE | 2349232 |
| FLORALSCIENCE | 2242532 |
| FLOWERGENICS | 2134905 |
| FLOWERGENICS & DESIGN | 2100217 |
| FLOWERGENICS | 2591554 |
| FLOWERGENICS & DESIGN | 2591552 |
| HEADRESS | 2591553 |
| HEADRESS LEAVE-IN CONDITIONER | 1738892 |
| HUMECTRESS | 2513477 |
| HUMECTRESS | 2431812 |
| HUMECTRESS | 1448075 |
| HYDRUSS | 2418615 |
| INERGY | 2607788 |
| KELATE | 2554120 |
| KELATE | 2586577 |
| KERAPHIX | 1449190 |
| KERAPHIX | 2609714 |
| LUXXTRESS | 2757186 |
| MAXXIMUM | 1951557 |
| MAXXISTYLER | 1944229 |
| MAXXISTYLER | 2588433 |
| MAXXWAX | 2576621 |
| NATURE AND EARTH UNITED WITH SCIENCE | 1196046 |
| NECTARESS | 2352745 |
| NEXXSTYLER | 2654067 |

| <u>Mark</u> | <u>Registration Number</u> |
|---------------------------|----------------------------|
| NEXXTACY | 2497184 |
| NEXXT GENERATION & DESIGN | 1743828 |
| NEXXUS | 2444553 |
| NEXXUS | 1376635 |
| NEXXUS | 1551053 |
| NEXXUS | 1558098 |
| NEXXUS | 2521278 |
| NEXXUS (TRADE DRESS) | 2345345 |
| NEXXUSPHERE | 2578319 |
| NEXXUSPHERES | 2518762 |
| NUSET | 1997879 |
| PANTHENOX | 2271592 |
| PEP'R'MINT | 1944228 |
| PEP'R'MINT | 2677017 |
| PHYTO ORGANICS | 2665719 |
| PHYTO ORGANICS | 2591916 |
| REJUV-A-PERM | 1988119 |
| RETEXXTUR | 2385901 |
| RETEXXTUR | 2591515 |
| SHINESQUE | 2495122 |
| SIMPLY SILVER | 2612604 |
| SNIP | 1956190 |
| SYNTRESS | 2744543 |
| THE ARTS | 2425590 |
| THE ARTS CURL RELAXX | 2396357 |
| THERAPPE | 1635911 |
| THERAPPE | 2654132 |
| VELVET | 2588442 |
| VELVET | 2070936 |
| VERSASTYLR | 2842222 |

| <u>Mark</u> | <u>Registration Number</u> |
|-------------|----------------------------|
| VITA-TRESS | 1711065 |
| VITATRESS | 2517180 |
| VITATRESS | 2524876 |
| Y SERUM | 2803148 |
| Y SERUM | 2724426 |

TRADEMARK