

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/01/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Ouidad Products Corporation		10/05/2005	CORPORATION: CONNECTICUT

**RECEIVING PARTY DATA**

Name:	Ouidad Licensing Corporation
Street Address:	89 Putnam Park Road
City:	Bethel
State/Country:	CONNECTICUT
Postal Code:	06801
Entity Type:	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2727136	CURL QUENCHER
Registration Number:	2554141	A CURL'S BEST FRIEND
Registration Number:	2622565	CARVING AND SLICING
Registration Number:	2962149	THE CURL EXPERTS
Serial Number:	78223797	LOGICURL
Registration Number:	2959911	KRLY

**CORRESPONDENCE DATA**

Fax Number: (212)779-6063  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-779-9800  
 Email: rhunter@luboathau.com  
 Correspondent Name: Richard Hunter  
 Address Line 1: 10 E. 40th Street  
 Address Line 4: New York, NEW YORK 10016

**TRADEMARK**

**OP \$165.00 2727136**

NAME OF SUBMITTER:	Richard Hunter
Signature:	/RH/
Date:	10/06/2005
<b>Total Attachments: 6</b> source=Trdmk Assnmt - Ouidad Inc CT#page1.tif source=Trdmk Assnmt - Ouidad Inc CT#page2.tif source=Trdmk Assnmt - Ouidad Inc CT#page3.tif source=Trdmk Assnmt - Ouidad Inc CT#page4.tif source=Trdmk Assnmt - Ouidad Inc CT#page5.tif source=Trdmk Assnmt - Ouidad Inc CT#page6.tif	

TRADEMARK ASSIGNMENT

ASSIGNMENT made as of June 1, 2005, by OUIDAD, INC., a New York corporation (“Assignor”), to OUIDAD LICENSING CORPORATION, a New York corporation (“Assignee”). Assignor and Assignee both have offices located at 37 West 57th Street, 4<sup>th</sup> Floor, New York, NY 10019.

Assignor and Assignee are parties to an Intercompany Assignment and Salon License Agreement dated as of June 1, 2005 (the “Agreement”), pursuant to which Assignor agreed to sell to Assignee and Assignee agreed to buy from Assignor certain Intellectual Property Rights (as defined in the Agreement), including without limitation the trademarks of Assignor. Pursuant to the Agreement, Assignor has agreed to execute from time to time all documents reasonably requested by Assignee to evidence Assignee’s ownership of the Intellectual Property Rights.

In accordance with the Agreement, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor’s worldwide right, title and interest in, to and under Assignor’s registered and unregistered domestic and foreign trademarks and trademark registrations and applications, including without limitation the trademarks and trademark registrations and applications listed on Schedule A hereto (collectively, the “Trademarks”).

Therefore, Assignor, for and in exchange for the consideration set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor’s worldwide right, title and interest in, to and under the Trademarks, together with the goodwill of the business associated therewith, all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

In witness whereof, Assignor has signed this instrument on the date set forth below with effect as of the date first above written.

OUIDAD, INC.

By 

Title President

Date 10/5/05



THE TRADEMARKS

**Trademark Registrations and Applications at the U.S. Patent and Trademark Office**

Registrations

<i>Reg. No</i>	<i>Mark</i>	<i>Reg. Date</i>
1794602	OUIDAD	9/28/1993

TRADEMARK ASSIGNMENT

ASSIGNMENT made as of June 1, 2005, by OUIDAD, INC., a Connecticut corporation with an office located at 41-B Eagle Road, Danbury, CT 06810 ("Assignor"), to OUIDAD LICENSING CORPORATION, a New York corporation with an office located at 37 West 57th Street, 4<sup>th</sup> Floor, New York, NY 10019 ("Assignee").

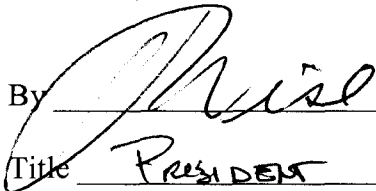
Assignor and Assignee are parties to an Intercompany Assignment and Product License Agreement dated as of June 1, 2005 (the "Agreement"), pursuant to which Assignor agreed to sell to Assignee and Assignee agreed to buy from Assignor certain Intellectual Property Rights (as defined in the Agreement), including without limitation the trademarks of Assignor. Pursuant to the Agreement, Assignor has agreed to execute from time to time all documents reasonably requested by Assignee to evidence Assignee's ownership of the Intellectual Property Rights.

In accordance with the Agreement, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign trademarks and trademark registrations and applications, including without limitation the trademarks and trademark registrations and applications listed on Schedule A hereto (collectively, the "Trademarks").

Therefore, Assignor, for and in exchange for the consideration set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Trademarks, together with the goodwill of the business associated therewith, all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

In witness whereof, Assignor has signed this instrument on the date set forth below with effect as of the date first above written.

OUIDAD, INC.

By   
Title PRESIDENT  
Date 10/5/2005



## THE TRADEMARKS

**Trademark Registrations and Applications at the U.S. Patent and Trademark Office**

## Registrations

<i>Reg. No</i>	<i>Mark</i>	<i>Reg. Date</i>
2727136	CURL QUENCHER	6/17/2003
2554141	A CURL'S BEST FRIEND	3/26/2002
2622565	CARVING AND SLICING	9/24/2002
2962149	THE CURL EXPERTS	6/14/2005
2959911	KRLY	6/7/2005

## Applications

<i>Serial No</i>	<i>Mark</i>	<i>Filing Date</i>
78223797	LOGICURL	3/10/2003