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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings

To the Honorable Commissioner

and original documents or copy thereof.

1. Name of conveying party(ies):
J. Strickland & Co., Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 3-29-04

2. Name and address of receiving party(ies)

Name: Beauty Creations, Inc.

Internal

Address:

Street Address: 1400 Ragan Street

City: Memphis State: TN Zip: 38106

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations 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) _____

B. Trademark Registration No.(s) 165,008

Additional number(s) attached Yes No

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

Name: Todd A. Vaughn, Esq.

Internal Address: _____

Street Address: Breneman & Georges

3150 Commonwealth Avenue

City: Alexandria State: VA Zip: 22305

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ N/A

- Enclosed 40E
- Authorized to be charged to deposit account

8. Deposit account number:

N/A

DO NOT USE THIS SPACE

9. Signature.

Todd A. Vaughn, Esq.
Name of Person Signing

[Signature]
Signature

Nov. 30 2004
Date

Total number of pages including cover sheet, attachments, and document: 1

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT

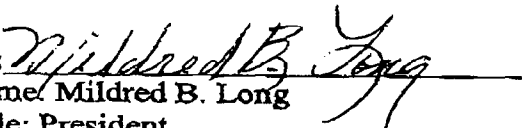
WHEREAS, J. STRICKLAND & CO., INC., a corporation organized and existing under the laws of the State of Tennessee, whose address is 1400 Ragan Street, Memphis, Tennessee, 38106 ("Assignor"), is the owner of the following United States registered trademark, PLUKO USA, Registration No. 165,008 ("the Trademark"); and

WHEREAS, BEAUTY CREATIONS, INC., a corporation organized and existing under the laws of the State of Tennessee, whose address is 1400 Ragan Street, Memphis, Tennessee, 38106 ("Assignee"), is desirous of acquiring the entire right, title, and interests in and to the Trademark;

NOW, THEREFORE, for goods and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's rights, title and interests in and to the Trademark together with the goodwill of the business connected with the use of and symbolized by the Trademark.

IN WITNESS WHEREOF, J. STRICKLAND & CO., INC., has caused this Assignment to be signed in its corporate name by its duly authorized officer on this 29 day of March, 2004.

J. STRICKLAND & CO., INC.

By: 
Name: Mildred B. Long
Title: President