

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Select Brands, Inc.		07/07/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Professional Beauty Supply, LLC		
Street Address:	10817 Renner Boulevard		
City:	Lenexa		
State/Country:	KANSAS		
Postal Code:	66219		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78877554	LAVA TECH	
CORRESPONDENCE DATA			
Fax Number:	(816)474-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tjs@hoveywilliams.com		
Correspondent Name:	Stephen D. Timmons		
Address Line 1:	2405 Grand Boulevard, Suite 400		
Address Line 4:	Kansas City, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	37265/4406.002		
NAME OF SUBMITTER:	Stephen D. Timmons		
Signature:	/SDT/		
Date:	07/11/2006		

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Total Attachments: 2

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**TRADEMARK
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ASSIGNMENT

WHEREAS, Select Brands, Inc., a Kansas Corporation having a place of business at 10817 Renner Boulevard, Lenexa, Kansas 66219 (hereinafter referred to as "Select Brands"), has intended to use the mark LAVA TECH (hereinafter referred to as the "Mark") in commerce and has filed an application, now assigned Serial No. 78/877,554, indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of the Trademark Act, and

WHEREAS, Select Brands is assigning the Mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060; and

WHEREAS, Professional Beauty Supply, LLC, a Kansas Limited Liability Company having a place of business at 10817 Renner Boulevard, Lenexa, Kansas 66219 (hereinafter referred to as "Professional Beauty Supply"), the successor of the ongoing and existing portion of the business of Select Brands to which the Mark pertains, is desirous of acquiring the Mark and the pending intent-to-use application therefor.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Select Brands has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Professional Beauty Supply all right, title and interest in and to the Mark, the pending application therefore, together with that portion of Select Brand's business in connection with which it has a bona fide intent to use the mark, and the goodwill of the business symbolized thereby.

Executed this 7th day of July, 2006.

SELECT BRANDS, INC.

By:

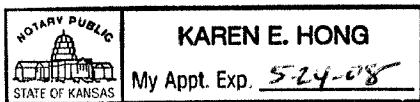



Name: Williams S. Endres

Title: President

STATE OF KANSAS)
) SS.
COUNTY OF JOHNSON)

On this 7th day of July, 2006, before me personally appeared William S. Endres, to me known to be the person described in and who executed the foregoing instrument, and he acknowledged to me that he is the President of Select Brands, Inc., the corporation described in and which executed the foregoing assignment, that he/she is authorized to execute this assignment on behalf of said corporation, and that he/she signed his name thereto by like authority.





Notary Public

My Commission Expires: 5-24-08