

TRADEMARK ASSIGNMENT

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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
Innovations-Successful Salon Services		08/29/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Beauty Revolution		
Street Address:	9201 Gazette Avenue		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76593096	BEAUTY REVOLUTION	
CORRESPONDENCE DATA			
Fax Number:	(805)988-7702		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(805) 485-1000		
Email:	pbright@nchc.com		
Correspondent Name:	Patrick F. Bright		
Address Line 1:	P.O. Box 9100		
Address Line 4:	Oxnard, CALIFORNIA 93031-9100		
ATTORNEY DOCKET NUMBER:	BEAUTY REVOLUTION 2004		
NAME OF SUBMITTER:	Patrick F. Bright		
Signature:	/pat f bright/		
Date:	09/15/2006		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Innovations-Successful Salon Services, a California corporation having an address of 21551 Prairie Street, Chatsworth, California 91311 USA (“Assignor”), adopted, used, and was using the mark **BEAUTY REVOLUTION** as embodied in U.S. Trademark Application No. 76/593,096 on **BEAUTY REVOLUTION**, filed May 19, 2004 (“Trademark”);

WHEREAS, Beauty Revolution, a California corporation, having an address of 9201 Gazette Avenue, Chatsworth, California - USA (“Assignee”), desires to acquire by formal recordable assignment the entire right, title and interest in and to the trademark **BEAUTY REVOLUTION** and the above-identified application in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark **BEAUTY REVOLUTION** and pending U.S. application Serial No. 76/593,096, in the United States and throughout the world, including the goodwill of the business symbolized thereby, and the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications, any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing the trademark **BEAUTY REVOLUTION** in the United States

and throughout the world, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the trademark BEAUTY REVOLUTION in the United States and throughout the world.


Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to grant registrations on the trademark BEAUTY REVOLUTION to Assignee, its successors and assigns, as the assignee of the entire interest in the aforesaid registrations.

IN WITNESS WHEREOF, Assignor has executed this Assignment.

INNOVATIONS-SUCCESSFUL
SALON SERVICES

Date: Aug 29, 2006



By Paul Roos
V.P., G.C. & Sec'y.

Its _____



ACKNOWLEDGEMENT

State of Texas)
) ss.
County of Denton)

On August 29, 2006, before me, Lori Pethtel,
Notary Public, personally appeared Raaf H Boos, personally
known to me **-OR-** proved to me on the basis of satisfactory evidence to be the
person whose name is subscribed to the within instrument and acknowledged to me
that he/she executed the same in his/her authorized capacity, and that by his/her
signature on the instrument the person or the entity upon behalf of which the
person acted, executed the instrument.

WITNESS my hand and official seal.

Lori Pethtel
Notary Public

