

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beauty Holding Company, Inc.		11/15/2006	CORPORATION:

RECEIVING PARTY DATA	
Name:	Beauty Holding LLC
Street Address:	3001
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 170

Property Type	Number	Word Mark
Registration Number:	2928859	ACID SHOCK
Registration Number:	2367883	ACTIVOLUM BOTANICS
Registration Number:	2796157	ADAMANT
Registration Number:	2885035	AIR HEAD
Registration Number:	2765631	AIR WAX
Registration Number:	2412858	AMPLITUDE
Registration Number:	2789827	BADA BING
Registration Number:	2392377	BATH SECRETS
Registration Number:	3086020	BEACH HEAD
Registration Number:	2114289	BEAUTIQUE
Registration Number:	3127498	BEAUTIQUE
Registration Number:	1436994	BEAUTY BIZ
Registration Number:	1516015	BEAUTY BIZ
Registration Number:	1884486	BEAUTY SECRETS

CH \$4265.00 2928859

Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	2893446	BEE KISSED
Registration Number:	2249895	BEST TRESSED
Registration Number:	1403695	BEYOND BELIEF
Registration Number:	2265665	BEYOND BELIEF
Registration Number:	2846710	BEYOND BELIEF
Registration Number:	2882901	BEYOND THE ZONE
Registration Number:	2923001	BEYOND THE ZONE
Registration Number:	2531921	BIOLINK
Registration Number:	2562797	BLOND BRILLIANCE
Registration Number:	2681165	BORED STRAIGHT
Registration Number:	1394598	BRENTWOOD SALON CARE
Registration Number:	2972621	BSG
Registration Number:	2664414	BUBBLE HEAD
Registration Number:	2372208	BUENO. BONITO. BARATO.
Registration Number:	2896352	BULB HEAD
Registration Number:	2846368	CLEAR VISION
Registration Number:	2962331	COLOR BOMBZ
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2861230	COLOR JAMZ
Registration Number:	2922828	CRYSTAL NAIL BLOCK
Registration Number:	2920706	CRYSTAL NAIL GLASS
Registration Number:	2920707	CRYSTAL NAIL QUICK
Registration Number:	2920708	CRYSTAL NAIL THICK
Registration Number:	2938238	CURL-IT-UP
Registration Number:	2544694	CUTICLE RX
Registration Number:	2436005	DAMAGE FREE
Registration Number:	3128126	DERANGED
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	3114792	EMERGENCY SERVICE
Registration Number:	2796158	END GAME
Registration Number:	2652763	EYE KISSES
Registration Number:	2846498	FACE SECRETS
Registration Number:	2849567	FACE SECRETS
Registration Number:	2518690	FEELS LIKE NEW

Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	2512644	FILL'ER UP
Registration Number:	1187293	FINGERPAINTS
Registration Number:	2365938	FIXE BOTANICS
Registration Number:	2855008	FLASHER
Registration Number:	2830853	FLIPPED OUT
Registration Number:	1678208	FOR PERMS ONLY
Registration Number:	2724419	FROZEN STIFF
Registration Number:	2768235	FUNG END
Registration Number:	2830813	GET'N CREAMED
Registration Number:	2472404	GRABBER
Registration Number:	2968063	GRIPPER
Registration Number:	1194950	HAIR SCULPTOR
Registration Number:	2367019	HOT TONES
Registration Number:	2365937	HYDRA BOTANICS
Registration Number:	1320267	ION
Registration Number:	2760298	ION
Registration Number:	3071641	ION
Registration Number:	3024383	ION NEGA-CLEAN
Registration Number:	2765664	LAST CALL
Registration Number:	3024369	LICE-TRAP
Registration Number:	2418063	LIP SAVVY
Registration Number:	3060854	MAD ARTIST
Registration Number:	2359609	MEDILIP
Registration Number:	3166089	MEGASILK
Registration Number:	2846753	METAGRIP
Registration Number:	1452787	NAIL INSURANCE
Registration Number:	2748694	NAIL INSURANCE
Registration Number:	2770299	NAIL INSURANCE
Registration Number:	2650144	NAIL LIFE
Registration Number:	2652573	NASTY GIRL
Registration Number:	0806155	NATURAL BALANCE
Registration Number:	0802481	NATURAL BALANCE
Registration Number:	2314580	NATURAL SEVEN OIL
Registration Number:	1769609	NET EFFECT

Registration Number:	0833800	NEW IMAGE
Registration Number:	0799630	NEW IMAGE
Registration Number:	0799629	NEW IMAGE
Registration Number:	0831974	NEW IMAGE
Registration Number:	2765665	NOODLE HEAD
Registration Number:	2855190	PARABOLIC
Registration Number:	2333530	PHYTO SYSTEME
Registration Number:	2360769	POWER LIFT
Registration Number:	2605701	PREP B-4
Registration Number:	1152062	PRO CARE
Registration Number:	2404574	PROCLAIM
Registration Number:	2762853	PROCLAIM
Registration Number:	2936960	PROCLAIM
Registration Number:	2793048	PROTEIN COCKTAIL
Registration Number:	2418929	PUCKER UPS
Registration Number:	3058114	PUMP UP THE VOLUME
Registration Number:	2652574	QUICK WHITE
Registration Number:	2029967	QUICKSHIP
Registration Number:	2861295	RASPBERRY KAMIKAZE
Registration Number:	3127864	RHINO
Registration Number:	2675527	ROCK ON
Registration Number:	1763527	SALLY
Registration Number:	2316754	SALLY
Registration Number:	2612903	SALLY
Registration Number:	2920799	SALLY BEAUTY
Registration Number:	2582384	SALLY BEAUTY
Registration Number:	2810775	SALLY BEAUTY
Registration Number:	2799286	SALLY BEAUTY SUPPLY
Registration Number:	3127488	SALLY GIRL
Registration Number:	2535551	SALLYCARES
Registration Number:	2083563	SALON CARE
Registration Number:	2540686	SALON CARE
Registration Number:	2301571	SALON CARE
Registration Number:	2765791	SALON CARE
Registration Number:	2850945	SALON CARE

Registration Number:	2930699	SALON FOCUS PROMOTION GUIDE
Registration Number:	2806741	SAVAGE BRONZE
Registration Number:	3068960	SAVVY
Registration Number:	2478296	SCENTS OF WELLNESS
Registration Number:	3071665	SCENTS OF WELLNESS
Registration Number:	0759804	SECOND CHANCE
Registration Number:	2861223	SHAKE IT UP SHINER
Registration Number:	0820437	SHEER GLORY
Registration Number:	3011362	SHEER GLORY
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	3136681	SILKEN CHILD
Registration Number:	2366093	SIMPLY SMART SIMPLY SALLY
Registration Number:	2762134	SKIN SAVVY
Registration Number:	2826521	SMOOTH SHOT
Registration Number:	2885024	SPIKE IT
Registration Number:	2560396	SPLIT DECISION
Registration Number:	2830863	SPLIT MENDER
Registration Number:	2663411	STIFF ENUFF
Registration Number:	2362945	STIFF HEAD
Registration Number:	3112537	STRAIGHT LACED
Registration Number:	2166212	STRICTLY PROFESSIONAL
Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	2660222	STRIP SEARCH
Registration Number:	2088126	SURE-BOND
Registration Number:	2837203	SURF WAX
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	2783223	TORNADO
Registration Number:	2958454	TRIPPED OUT
Registration Number:	2958195	VELVETEEN
Registration Number:	3163414	WEST COAST BEAUTY SUPPLY
Registration Number:	1284849	WET LOOK
Registration Number:	2425130	WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.
Registration Number:	2322182	WILDEST DREAMS
Serial Number:	77019587	BEE KISSED

Serial Number:	78521706	BRUSH STROKES
Serial Number:	78506525	DESIGN FUSION
Serial Number:	77014504	DESIGN LENGTHS
Serial Number:	78896909	HEEL TO TOE
Serial Number:	77019581	HOT N SILKY
Serial Number:	78825521	ION SENSITIVE SCALP
Serial Number:	78434754	LOME PARIS
Serial Number:	78535296	MAD MUD
Serial Number:	78844197	NATURAL 7 OIL
Serial Number:	78948734	NATURAL IONIC ENERGY
Serial Number:	77019590	NEGATIVE IONIC ENERGY
Serial Number:	78839776	PARTY ON
Serial Number:	78422156	SILK ELEMENTS REVIVE & RESTORE
Serial Number:	78366711	STRICTLY PROFESSIONAL
Serial Number:	78907907	WANT ME
Serial Number:	78336011	WEST COAST BEAUTY SUPPLY
Serial Number:	78821367	WEST COAST BEAUTY SYSTEMS

CORRESPONDENCE DATA

Fax Number: (202)639-7003
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-639-7352
Email: Michael.David@ffhsj.com
Correspondent Name: Michael David
Address Line 1: 1001 Pennsylvania Ave., N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	Charmain Ho-A-Lim
Signature:	/CH/
Date:	11/27/2006

Total Attachments: 3
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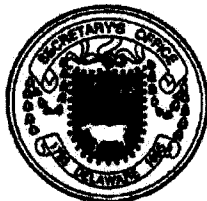
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "BEAUTY HOLDING COMPANY, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BEAUTY HOLDING COMPANY, INC." TO "BEAUTY HOLDING LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF NOVEMBER, A.D. 2006, AT 10:13 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE SIXTEENTH DAY OF NOVEMBER, A.D. 2006, AT 9:33 O'CLOCK A.M.



2563339 8100V

061045531

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5197111

DATE: 11-15-06

TRADEMARK
REEL: 003434 FRAME: 0049

**CERTIFICATE OF CONVERSION TO LIMITED LIABILITY COMPANY
OF
BEAUTY HOLDING COMPANY, INC.
TO
BEAUTY HOLDING LLC**

This Certificate of Conversion to Limited Liability Company, dated as of November 15, 2006, has been duly executed and is being filed by Beauty Holding Company, Inc., a Delaware corporation (the "Company"), and Diarra M. Guthrie, as an authorized person, to convert the Company to a Delaware limited liability company, under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.) (the "DLLCA") and the General Corporation Law of the State of Delaware (8 Del. C. § 101, et seq.) (the "DGCL").

1. The Company's name when it was originally incorporated was Sally Beauty Holdings, Inc. and, subsequently, immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Beauty Holding Company, Inc.

2. The Company filed its original certificate of incorporation with the Secretary of State of the State of Delaware and was first incorporated on November 20, 1995, in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.

3. The name of the Delaware limited liability company into which the Company shall be converted as set forth in its Certificate of Formation is Beauty Holding LLC.

4. The conversion of the Company to the Delaware limited liability company has been approved in accordance with the provisions of Sections 141(f), 228 and 266 of the DGCL and is filed in accordance with Section 18-214 of the DLLCA.

5. The conversion of the Company to the Delaware limited liability company shall be effective at 9:33 a.m. Eastern Standard Time on November 16, 2006 after the filing of this Certificate of Conversion to Limited Liability Company and a certificate of formation with the Secretary of State of the State of Delaware.

[Remainder of the page intentionally left blank]

State of Delaware
Secretary of State
Division of Corporations
Delivered 10:14 AM 11/15/2006
FILED 10:13 AM 11/15/2006
SRV 061045531 - 2563339 FILE

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Conversion to Limited Liability Company as of the date first-above written.

Beauty Holding Company, Inc.

**Diarra M. Guthrie, as
Authorized Person**

**By: /s/ Michael Ashford
Name: Michael Ashford
Title: Secretary**

By: /s/ Diarra M. Guthrie