

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
Alberto-Culver Company		11/14/2006	CORPORATION:

RECEIVING PARTY DATA	
Name:	Alberto-Culver International, Inc.
Street Address:	2525 Armitage Avenue
City:	Melrose Park
State/Country:	ILLINOIS
Postal Code:	60160
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 48

Property Type	Number	Word Mark
Registration Number:	2071738	4 + 4
Registration Number:	2321441	4+4
Serial Number:	78346564	AC
Serial Number:	78346565	AC SALON SOLUTIONS
Registration Number:	0854851	ACCOLADE
Registration Number:	2986026	ACCOLADE
Registration Number:	0853456	AGLOW
Registration Number:	0960741	ALBERTO
Registration Number:	1454827	ALBERTO
Registration Number:	0335421	ALBERTO
Registration Number:	1456035	ALBERTO
Registration Number:	0723187	ALBERTO VO5
Registration Number:	0658904	ALBERTO VO5
Registration Number:	0855679	ALBERTO VO5

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Registration Number:	3078626	ALBERTO VO5
Serial Number:	78508570	ALBERTO VO5
Serial Number:	78508569	ALBERTO VO5
Serial Number:	78318407	ANDREW COLLINGE
Serial Number:	78862508	AQUASCREEN
Registration Number:	1346537	BAKER'S JOY
Registration Number:	0864795	BARRIER
Serial Number:	76175915	BEHAVE
Registration Number:	0829616	BLAZE
Registration Number:	0856707	BLAZE
Registration Number:	0862221	BLAZE
Registration Number:	1498230	BOLD HOLD
Registration Number:	1580989	BONE STRAIT
Registration Number:	1453807	BONE STRAIT
Registration Number:	0868488	BOSSA NOVA BROWNS
Registration Number:	0868771	BOUTIQUE BLONDE
Registration Number:	0864414	BROWN ORCHID
Registration Number:	2670407	COLOR RETURN
Registration Number:	0850760	COMMAND
Registration Number:	1586425	CONSORT
Registration Number:	0828673	CONSORT
Registration Number:	0864408	COPPER LUSTRE
Registration Number:	2398424	CPR
Registration Number:	0877243	CREME DE SOAP
Registration Number:	2398425	CRITICAL PROTECTION & REPAIR
Registration Number:	3056260	DAILY HAIR RECOVERY
Registration Number:	0413031	DASH
Registration Number:	0823507	DERMA FRESH POWER SOFT
Registration Number:	0823508	DERMA FRESH SOFT POWER
Registration Number:	0864409	DESERT SAND
Registration Number:	0864412	DUSKY BROWN
Registration Number:	0844272	EASY DOES IT
Registration Number:	2647328	EVERY TEXTURE. EVERY STYLE. EVERY POSSIBILITY.
Registration Number:	0868246	EXCITE-MINT

CORRESPONDENCE DATA

Fax Number: (708)450-3409

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (708) 450-3186

Email: jpowe@alberto.com

Correspondent Name: Jennifer Powe

Address Line 1: 2525 Armitage Avenue

Address Line 4: Melrose Park, ILLINOIS 60160

NAME OF SUBMITTER:	Jennifer Powe
Signature:	/jennifer powe/
Date:	12/08/2006

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Alberto-Culver Company, a corporation lawfully organized and existing under the laws of Delaware located and doing business at 2525 Armitage Avenue, Melrose Park, ILLINOIS 60160, (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademarks shown in the attached Schedule A (hereinafter the "Marks");

WHEREAS, Alberto-Culver International, Inc., a corporation lawfully organized and existing under a corporation of Delaware located and doing business at 2525 Armitage Avenue, Melrose Park, ILLINOIS 60160, (hereinafter "Assignee"), is desirous of acquiring said Marks and the registrations thereof; and

NOW THEREFORE, for \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer wholly and entirely unto the Assignee its entire right, title and interest in the U.S. and throughout the world in and to the Marks together with all goodwill attaching thereto and all rights, privileges and obligations pertaining thereto.

This assignment is effective as of November 14, 2006.

The Assignor does hereby expressly consent that procedures may be taken before any country's intellectual property office singly by the Assignee through its appointed representative(s), to record the transfer of the trademark right(s) to the Assignee and Assignee is authorized to correspond and/or take any actions in connection with any pending matters and to maintain in full force the registrations hereof at its expenses. From the effective date, Assignee may also take any other actions that it deems necessary or desirable with respect to the Marks, without limitation.

