

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |  |                       |                    |
|------------------------------|--|-----------------------|--------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |                       |                    |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                       |                    |
| <b>CONVEYING PARTY DATA</b>  |  |                       |                    |
| <b>Name</b>                  | <b>Formerly</b>                              | <b>Execution Date</b> | <b>Entity Type</b> |
| Alberto-Culver Company       |  | 11/14/2006            | CORPORATION:       |

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

**PROPERTY NUMBERS Total: 69**

| Property Type        | Number   | Word Mark          |
|----------------------|----------|--------------------|
| Registration Number: | 0868255  | EXCITE-MINT        |
| Registration Number: | 2520783  | EXPRESSHOLD        |
| Serial Number:       | 78607127 | FADE BLOCK         |
| Registration Number: | 0868756  | FANCY FACE         |
| Registration Number: | 0863268  | FDS                |
| Registration Number: | 0831204  | FDS                |
| Serial Number:       | 78832747 | FDS                |
| Registration Number: | 2451916  | FREE ME FREESIA    |
| Registration Number: | 0860288  | GET SET            |
| Registration Number: | 0822979  | GOOD LIFE          |
| Registration Number: | 0858071  | GREAT EXPECTATIONS |
| Serial Number:       | 78863211 | HEALTHY LENGTHS    |
| Registration Number: | 2398411  | HEAT-SENSE         |
| Registration Number: | 0873088  | HELPING HANDS      |

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|                      |          |   |
|----------------------|----------|---|
| Serial Number:       | 77022091 | HERBASTYLE4                             |
| Serial Number:       | 78365031 | HERBASTYLE4                             |
| Registration Number: | 0868487  | HONEY BEAR HAIR                         |
| Registration Number: | 2773876  | HYDRATEIN                               |
| Registration Number: | 2955688  | HYDRATEIN                               |
| Registration Number: | 2478672  | HYDROLOGY                               |
| Registration Number: | 0867677  | JUNE BLONDE                             |
| Registration Number: | 2754744  | KIWI & LIME SQUEEZE                     |
| Registration Number: | 0808742  | KLEEN GUARD                             |
| Registration Number: | 0809074  | KLEEN GUARD                             |
| Registration Number: | 0809403  | KLEEN GUARD                             |
| Registration Number: | 0832310  | LIGHT TOUCH                             |
| Registration Number: | 0869501  | LIGHT'NING BUG                          |
| Registration Number: | 0866589  | MAKES YOUR HAIR DO WHAT YOU WANT IT TO! |
| Registration Number: | 0868772  | MELO                                    |
| Registration Number: | 0877673  | MENSERENE                               |
| Registration Number: | 0864411  | MIDNIGHT BROWN                          |
| Registration Number: | 1364034  |   |
| Registration Number: | 1609989  | MOLLY MCBUTTER                          |
| Registration Number: | 1553930  | MOLLY MCBUTTER                          |
| Registration Number: | 0864441  | MOON GLOW                               |
| Registration Number: | 3128703  | MOTIONS                                 |
| Registration Number: | 3045095  | MOTIONS                                 |
| Registration Number: | 2326322  | MOTIONS AT HOME                         |
| Registration Number: | 2571670  | MOTIONS FOR KIDS                        |
| Registration Number: | 1321064  | MRS. DASH                               |
| Serial Number:       | 78783881 | MRS. DASH                               |
| Registration Number: | 2256139  | MRS. DASH IS SHAKING UP HEALTHY COOKING |
| Registration Number: | 0822539  | NATURAL GLORY                           |
| Registration Number: | 0801081  | NEW DAWN                                |
| Serial Number:       | 78201981 | NOURISHING OASIS                        |
| Registration Number: | 0868475  | ONID                                    |
| Registration Number: | 1667777  | PAPA DASH                               |
| Registration Number: | 0850761  | PATROL                                  |
| Registration Number: | 2246167  | PEAR MANGO PASSION                      |

|                      |          |                        |
|----------------------|----------|------------------------|
| Registration Number: | 1570561  | PERFECTO               |
| Registration Number: | 0869113  | PLURAL                 |
| Registration Number: | 0823079  | POWER SOFT             |
| Registration Number: | 0844271  | PRETTY LIGHT           |
| Registration Number: | 0850045  | PROCLAIM               |
| Serial Number:       | 78164462 | PURE OASIS             |
| Registration Number: | 2728201  | PURSONALS              |
| Registration Number: | 0864410  | RAVEN'S WING           |
| Registration Number: | 2239793  | REFRACTIVES            |
| Registration Number: | 0833844  | REVERSION RESISTANT    |
| Registration Number: | 0864416  | RUSSET RADIANCE        |
| Registration Number: | 2934910  | SALON HERBALS          |
| Serial Number:       | 77028175 | SALT FREE, FLAVOR FULL |
| Registration Number: | 2714627  | SHAMELESS BODY         |
| Registration Number: | 2447071  | SHEER HAIR DRESSING    |
| Registration Number: | 0865097  | SHIMMY SHINS           |
| Registration Number: | 2155482  | SHOWER WORKS           |
| Serial Number:       | 78636365 | SILKY EXPERIENCES      |
| Registration Number: | 0864413  | SILVER MIST            |
| Registration Number: | 0823080  | SOFT POWER             |

**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: Chicago, 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.

The parties agree to perform, or authorize an agent or representative to perform, any further acts and execute and deliver any documents that may be reasonably necessary to carry out any provision of this Agreement.

Alberto-Culver Company

(Assignor)

Date: 11/14/06

*Gary P. Schmidt*  
Name:  
Title:

Alberto-Culver International, Inc.  
(Assignee)

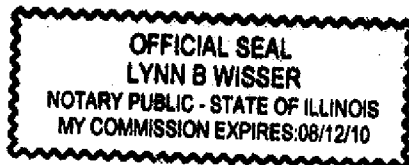
Date: 11/14/06

*Reed Anders*  
Name:  
Title:

State of Illinois )  
                              ) SS:  
County of Cook )

Signed and sworn to before me on \_\_\_\_\_ (date) by Gary P. Schmidt as an officer for Alberto-Culver Company.

*Lynn B. Wisser*  
Notary Public Name: Lynn B. Wisser  
My commission expires: 8-12-2010



State of Illinois )  
                              ) SS:  
County of Cook )

Signed and sworn to before me on \_\_\_\_\_ (date) by \_\_\_\_\_ Reed Anders as an officer for Alberto-Culver International, Inc.

*Lynn B. Wisser*  
Notary Public Name: Lynn B. Wisser  
My commission expires: 8-12-2010

