

**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: DELAWARE

<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: 37**

Property Type	Number	Word Mark
Registration Number:	0835722	SPRAY PRESS
Registration Number:	2783542	STATIC GUARD
Registration Number:	2904622	STATIC INDEX
Serial Number:	78863213	STRONG STRANDS
Registration Number:	0976043	SUGAR TWIN
Registration Number:	1112044	SUGAR TWIN
Registration Number:	0836032	SUGAR TWIN
Registration Number:	0864415	SUN SPUN
Registration Number:	0850428	SURRENDER
Registration Number:	0825001	S-Z SEAFOOD ZIP
Registration Number:	1256543	TCB
Registration Number:	1256544	TCB
Registration Number:	2647327	THE FUSION OF ART AND HAIR
Registration Number:	0869114	THE YEARLINGS

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Serial Number:	78949645	THERMAL CREATIONS
Registration Number:	2452017	TOTAL HAIR RECOVERY
Serial Number:	78534066	TRES CASHMERE
Registration Number:	2463981	TRES FREEZE-HOLD
Registration Number:	2335571	TRES GEL
Serial Number:	78534070	TRES SOUFFLE
Registration Number:	0992124	TRESEMME
Registration Number:	0952314	TRESEMME
Serial Number:	78831346	TRESEMME
Registration Number:	0545657	TRESEMME
Serial Number:	78821434	TRESEMME 4+4
Registration Number:	1677269	TRESGELEE
Registration Number:	1080732	TRESPAC
Registration Number:	1672306	TRESSPRAY
Registration Number:	0791691	VIGIL
Registration Number:	0822537	VO5
Registration Number:	1449193	VO5
Serial Number:	78626409	VOLUME BURST
Registration Number:	2279466	WHAT'S SHAKING
Registration Number:	2810896	WHITE BLOSSOM
Registration Number:	0867684	WHITE GLOVE
Registration Number:	0839390	WHITE GLOVE
Registration Number:	0868022	WINNING STREAK

**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.

