

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/03/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
FRESH SQUEEZED, LLC		10/03/2006	LIMITED LIABILITY COMPANY: COLORADO

RECEIVING PARTY DATA

Name:	Beauty Holding Company, Inc.
Street Address:	3001 Colorado Boulevard
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78474739	TANWISE
Registration Number:	3091684	AMERICAN CLASSIC

CORRESPONDENCE DATA

Fax Number: (940)297-4990
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 940-297-4637
 Email: trademarks@sallybeauty.com
 Correspondent Name: Sally Beauty Supply LLC
 Address Line 1: 3001 Colorado Boulevard
 Address Line 4: Denton, TEXAS 76210

ATTORNEY DOCKET NUMBER:	1312.001/1011.008
NAME OF SUBMITTER:	Phyllis L Dunham

CH \$65.00 78474739

Signature:

/PLD/

Date:

03/19/2007

Total Attachments: 2

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ASSIGNMENT

THIS ASSIGNMENT is made this 14th day of September, 2006 by FRESH SQUEEZED, LLC, a Colorado corporation doing business at 2959 Spring Harbor Way, Broomfield Colorado 80020 ("Assignor") to BEAUTY HOLDING COMPANY, INC , a corporation organized under the laws of Delaware with its principal place of business at 2 Church Street, Hamilton, Bermuda HM11 ("Assignee")

WHEREAS, Assignor has adopted and used in the United States the trademarks set forth in the Schedule hereto and is the owner of registrations or applications for registration of such trademarks, including any shown in said Schedule; and

WHEREAS, Assignor is the owner of any copyrights in the aforesaid trademarks, trade dress and other materials used to market products bearing those trademarks; and

WHEREAS, the Assignee wishes to acquire all rights, title and interest in and to the aforesaid trademarks and trade dress, the good will associated therewith, packaging and marketing materials bearing any of them, the aforesaid registrations and applications for registrations, and the copyrights in such names, trademarks, trade dress packaging and marketing materials (hereinafter collectively "Property").

NOW THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all rights, title and interests in and to the Property, together with the good will of the business which is symbolized by the aforesaid trademarks or other Property, and the right to recover damages and profits, and all other remedies, for past infringements or other violations of the Property or rights therein.

FRESH SQUEEZED, LLC.

By: [Signature]
Name: Rob Wilcox
Title: Manager
Date: Oct 3 2006

STATE OF Colorado)
COUNTY OF Denver)

SUBSCRIBED AND SWORN TO
before me this 3rd day of October
[Signature]
Notary Public

My Commission Expires My Commission Expires 08/04/2007

SCHEDULE TO ASSIGNMENT

MARK

FEDERAL REGISTRATION/APPLICATION

AMERICAN CLASSIC

U.S. Registration No. 3,091,684

TANWISE

Serial No. 78/474,739