

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the entity type (see attached explanation) previously recorded on Reel 003091 Frame 0284. Assignor(s) hereby confirms the Change of Name.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PR Acquisition LLC		11/30/2004	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	PureOlogy Research, LLC
Street Address:	600 Montgomery Street, Suite 2900
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	3036521	ANTIFADE COMPLEX
Registration Number:	2751238	COLOURMAX
Registration Number:	2536743	
Registration Number:	2885460	HYDRATECONDITION
Registration Number:	2885459	HYDRATESHAMPOO
Registration Number:	2646935	INCHARGE
Registration Number:	2928869	INCHARGEPLUS
Registration Number:	2796338	LONGER COLOUR LIFE GUARANTEED!
Registration Number:	2796337	LONGER LASTING HAIR COLOUR - GUARANTEED!
Registration Number:	3091139	NANOWORKS
Registration Number:	2644156	POWERDRESSING
Registration Number:	2595771	PUREOLOGY

CH \$540.00 3036521

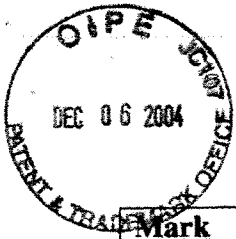
Registration Number:	2644157	PUREOLOGY SERIOUS COLOUR CARE
Registration Number:	2835292	PUREVOLUME
Registration Number:	2880551	PURIFYSHAMPOO
Registration Number:	2880552	RECONSTRUCTREPAIR
Registration Number:	2548624	ROOTLIFT
Registration Number:	2805663	SHINEMAX
Registration Number:	2896476	SUPERSTRAIGHT
Registration Number:	2584925	TEXTURETWIST
Registration Number:	2560693	ZEROSULFATE

CORRESPONDENCE DATA

Fax Number: (212)755-7306
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-326-3730
Email: NYTEF@JONESDAY.COM
Correspondent Name: Nancy A. Zoubek
Address Line 1: 222 East 41st Street
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	505234-600006
NAME OF SUBMITTER:	Nancy A. Zoubek
Signature:	/Nancy A. Zoubek/
Date:	04/11/2007

Total Attachments: 9
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Schedule of Trademark Applications and Registrations

<u>Mark</u>	<u>Country</u>	<u>Reg./App. No.</u>	<u>Reg./App. Date</u>
ANTIFADE COMPLEX	USA	Ser. No. 78283437	2003-08-05
COLOURMAX	USA	2751238	2003-08-12
FOUR CIRCLE DESIGN	USA	2536743	2002-02-05
HYDRATECONDITION	USA	2885460	2004-09-14
HYDRATESHAMPOO	USA	2885459	2004-09-14
INCHARGE	USA	2646935	2002-11-05
INCHARGE PLUS	USA	Ser. No. 78357457	2004-01-26
LONGER COLOUR LIFE GUARANTEED!	USA	2796338	2003-12-16
LONGER LASTING HAIR COLOUR - GUARANTEED!	USA	2796337	2003-12-16
NANOWORKS	USA	Ser. No. 78395001	2004-04-01
POWERDRESSING	USA	2644156	2002-10-29
PUREOLOGY	USA	2595771	2002-07-16
PUREOLOGY SERIOUS COLOUR CARE	USA	2644157	2002-10-29
PUREVOLUME	USA	2835292	2004-04-20
PURIFYSHAMPOO	USA	2880551	2004-08-31
RECONTSTRUCTREPAIR	USA	2880552	2004-08-31
ROOTLIFT	USA	2548624	2002-03-12
SAFEGUARD YOUR COLOUR	USA	2743384	2003-07-29
SHINEMAX	USA	2805663	2004-01-13
SUPERSTRAIGHT	USA	2896476	2004-10-19
TEXTURETWIST	USA	2584925	2002-06-25
ZEROSULFATE	USA	2560693	2002-04-09

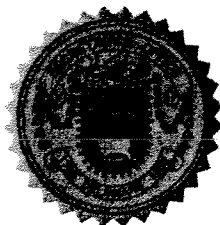


Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "PR ACQUISITION LLC", CHANGING ITS NAME FROM "PR ACQUISITION LLC" TO "PUREOLOGY RESEARCH, LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF NOVEMBER, A.D. 2004, AT 10:41 O'CLOCK P.M.



3859119 8100

040861000

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3509057

DATE: 12-01-04

TRADEMARK
REEL: 003520 FRAME: 0453



State of Delaware
Secretary of State
Division of Corporations
Delivered 10:41 PM 11/30/2004
FILED 10:41 PM 11/30/2004
SRV 040861000 - 3859119 FILE

**CERTIFICATE OF AMENDMENT OF
CERTIFICATE OF FORMATION OF**

PR ACQUISITION LLC

PR ACQUISITION LLC, a limited liability company organized and existing under and by virtue of the Limited Liability Company Act of the State of Delaware (the "Company"), DOES HEREBY CERTIFY:

FIRST: The name of the Company is PR Acquisition LLC.

SECOND: The date on which the Certificate of Formation of the Company was originally filed with the Secretary of State of the State of Delaware is October 25, 2004.

THIRD: The Certificate of Formation of the limited liability company is hereby amended as follows:

Paragraph FIRST shall be amended and restated to read in its entirety as follows:

FIRST: The name of the limited liability company (hereinafter called the "Company") is PureOlogy Research, LLC.

IN WITNESS WHEREOF, the undersigned has caused this Certificate of Amendment to be executed this 30th day of November, 2004.

PR HOLDING CORP., Member

By: 

James L. O'Hara, Vice President

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TOTAL P.02