TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beauty Holding Company, Inc.		11/15/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Beauty Holding LLC
Street Address:	3001 Colorado Boulevard
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Serial Number:	78777829	COLORESSE
Serial Number:	78346887	INTENSIVE SHINE
Serial Number:	78090769	ION
Serial Number:	78409343	ION
Serial Number:	78955215	LIL' PLUGGER
Serial Number:	78813130	MASQUE DIVINA
Serial Number:	78269376	NEX.FAZE
Serial Number:	78853723	PERPETUAL HEAT
Serial Number:	78845976	PERPETUAL HEAT
Serial Number:	78853883	PLUGGED IN
Serial Number:	78944855	PLUGGED IN GED
Serial Number:	78875644	FINAL TAKE
Serial Number:	78346890	GET'N WAVES
Serial Number:	78930799	NATURAL BALANCE

CH $590.00 78777829

Serial Number:	78853649	NEW IMAGE
Serial Number:	78483515	SATIN STRANDS
Serial Number:	78978136	STYLE IT UP
Serial Number:	78817766	VENETIAN BLENDS
Serial Number:	78844068	WHITE PLATE
Serial Number:	78806756	FUSION ENERGY OF BEAUTY
Serial Number:	78948278	LOMÉ
Serial Number:	78777871	FIRST MAIDEN
Serial Number:	78978089	GET'N WAVES

CORRESPONDENCE DATA

Fax Number: (940)297-4990

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

Phone: 940-297-4903

Email: trademarks@sallybeauty.com

Correspondent Name: Daniel M. Vincenzo

Address Line 1: 3001 Colorado Boulevard

Address Line 4: Denton, TEXAS 76210

NAME OF SUBMITTER:	Phyllis L Dunham
Signature:	/PLD/
Date:	04/12/2007

Total Attachments: 3

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Delaware

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "BEAUTY HOLDING COMPANY, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BEAUTY HOLDING COMPANY, INC." TO "BEAUTY HOLDING LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF NOVEMBER, A.D. 2006, AT 10:13 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE SIXTEENTH DAY OF NOVEMBER, A.D. 2006, AT 9:33 O'CLOCK A.M.

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

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061045531

AUTHENTICATION: 5197111

DATE: 11-15-06

CERTIFICATE OF CONVERSION TO LIMITED LIABILITY COMPANY
OF
BEAUTY HOLDING COMPANY, INC.
TO
BEAUTY HOLDING LLC

This Certificate of Conversion to Limited Liability Company, dated as of November 15, 2006, has been duly executed and is being filed by Beauty Holding Company, Inc., a Delaware corporation (the "Company"), and Diarra M. Guthrie, as an authorized person, to convert the Company to a Delaware limited liability company, under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.) (the "DLLCA") and the General Corporation Law of the State of Delaware (8 Del. C. § 101, et seq.) (the "DGCL").

1. The Company's name when it was originally incorporated was Sally Beauty Holdings, Inc. and, subsequently, immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Beauty Holding Company, Inc.

2. The Company filed its original certificate of incorporation with the Secretary of State of the State of Delaware and was first incorporated on November 20, 1995, in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.

3. The name of the Delaware limited liability company into which the Company shall be converted as set forth in its Certificate of Formation is Beauty Holding LLC.

4. The conversion of the Company to the Delaware limited liability company has been approved in accordance with the provisions of Sections 141(f), 228 and 266 of the DGCL and is filed in accordance with Section 18-214 of the DLLCA.

5. The conversion of the Company to the Delaware limited liability company shall be effective at 9:33 a.m. Eastern Standard Time on November 16, 2006 after the filing of this Certificate of Conversion to Limited Liability Company and a certificate of formation with the Secretary of State of the State of Delaware.

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State of Delaware
Secretary of State
Division of Corporations
Delivered 10:14 AM 11/15/2006
FILED 10:13 AM 11/15/2006
SRV 061045531 - 2563339 FILE

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Conversion to Limited Liability Company as of the date first-above written.

Beauty Holding Company, Inc.

By: /s/ Michael Ashford
Name: Michael Ashford
Title: Secretary

Diarra M. Guthrie, as Authorized Person

By: /s/ Diarra M. Guthrie