

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:	11/21/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Diamond Products Company		11/21/2006	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	DM Personal Care Products, Inc.
Street Address:	15 West South Temple
Internal Address:	Suite 1400
City:	Salt Lake City
State/Country:	UTAH
Postal Code:	84101
Entity Type:	CORPORATION: UTAH

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	0416405	TONI
Registration Number:	0428681	TONI
Registration Number:	0425976	TONI
Registration Number:	0502315	TONI
Registration Number:	0516594	TONI
Registration Number:	0551925	WHITE RAIN
Registration Number:	0770080	WHITE RAIN
Registration Number:	1269557	MINK DIFFERENCE
Registration Number:	1428955	WHITE RAIN
Registration Number:	1771001	WHITE RAIN
Registration Number:	3101105	COLOR NOURISH
Registration Number:	2913140	WHITE RAIN

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Registration Number:	3067616	TAME
Registration Number:	0645526	ADORN
Registration Number:	0764818	EPIC
Registration Number:	0884762	THE DRY LOOK
Registration Number:	1030483	AAPRI
Registration Number:	1255703	SILKIENCE
Registration Number:	1541126	EPIC WAVES
Registration Number:	2052632	SILKIENCE

CORRESPONDENCE DATA

Fax Number: (801)852-8203
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 801-805-3688
Email: pregehr@techlawventures.com
Correspondent Name: Preston C. Regehr
Address Line 1: 333 South 520 West
Address Line 2: Suite 220
Address Line 4: Lindon, UTAH 84042

ATTORNEY DOCKET NUMBER:	ASSIGN DIAMOND TO DM
NAME OF SUBMITTER:	Preston C. Regehr
Signature:	/Preston C. Regehr/
Date:	05/31/2007

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

This confirms that FOR VALUE RECEIVED, the receipt and sufficiency of which is acknowledged, and effective as of November 21, 2006, Larry S. Hyman ("Seller") in his capacity as the assignee for the benefit of creditors of Diamond Products Company, a Florida corporation, assigned to DM Personal Care Products, Inc., a Utah corporation, all of Seller's rights, interests and titles in and to the trademarks referenced on the attached schedule, and the goodwill of the business associated with and symbolized by such trademarks.

Said assignment includes an assignment of the trademark applications and registrations referenced on the attached schedule, and any and all other rights, applications or registrations therefor, including international rights, applications and registrations, if any.

This Assignment of Trademarks with all or any part of the attached schedule may, in DM Personal Care Products, Inc.'s discretion, be filed or recorded with any government agency or government authority for registering trademarks in any country or jurisdiction as may be necessary or appropriate.

The addresses of the parties as of said effective date are as set forth below.

Larry S. Hyman	DM Personal Care Products, Inc.
Michael Moecker & Associates, Inc.	201 South Main Street, Suite 1100
106 South Tampania Avenue, Suite 200	Salt Lake City, Utah 84111
Tampa, Florida 33609	Attn: Ronald G. Moffitt

AGREED TO AND ACCEPTED BY:

By: 

Larry S. Hyman, as assignee for the benefit of creditors of Diamond Products Company and as the owner, by assignment, of all of the assets of Diamond Products Company

DM PERSONAL CARE PRODUCTS, INC.

By: 

Douglas L. Brewster, President

**Schedule to Assignment of Marks
From
Diamond Products Company
To
DM Personal Care Products, Inc.**

Mark	Serial No.	Filing Date	Reg. No.
TONI (stylized)	71/477286	12/6/1944	416405
TONI (stylized)	71/494142	12/29/1945	428681
TONI (stylized)	71/494143	12/29/1945	425976
TONI (stylized)	71/529830	7/28/1947	502315
TONI (stylized)	71/559982	5/7/1948	516594
WHITE RAIN (stylized)	71/589536	12/17/1949	551925
WHITE RAIN	72/170060	5/31/1963	770080
MINK DIFFERENCE	73/298551	2/25/1981	1269557
WHITE RAIN	73/602032	6/2/1986	1428955
WHITE RAIN	74/308208	8/27/1993	1771001
COLOR NOURISH	76/450750	9/16/2002	3101105
WHITE RAIN	78/330314	11/19/2003	2913140
TAME	78/477471	9/1/2004	3067616
ADORN			645526
EPIC			764818
THE DRY LOOK			884762
AAPRI			1030483
SILKIENCE			1255703
EPIC WAVES			1541126
SILKIENCE			2052632