

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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: 2			
Property Type	Number	Word Mark	
Serial Number:	78948738	NATURAL IONIC ENERGY	
Serial Number:	78978845	NATURAL IONIC ENERGY	
CORRESPONDENCE DATA			
Fax Number:	(940)297-4990		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	940-297-4637		
Email:	trademarks@sallybeauty.com		
Correspondent Name:	Daniel M. Vincenzo		
Address Line 1:	3001 Colorado Boulevard		
Address Line 4:	Denton, TEXAS 76210		
ATTORNEY DOCKET NUMBER:	1196.002		
NAME OF SUBMITTER:	Phyllis L Dunham		
Signature:	/PLD/		
Date:	07/20/2007		

CH \$65.00 78948738

Total Attachments: 3

source=Beauty Holding Certif of Conver & Change to LLC#page1.tif

source=Beauty Holding Certif of Conver & Change to LLC#page2.tif

source=Beauty Holding Certif of Conver & Change to LLC#page3.tif

Delaware

PAGE 1

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.



2563339 8100V

061045531

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5197111

DATE: 11-15-06

TRADEMARK

REEL: 003596 FRAME: 0788

**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.

[Remainder of the page intentionally left blank]

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.

Diarra M. Guthrie, as
Authorized Person.

By: /s/ Michael Ashford

Name: Michael Ashford
Title: Secretary

By: /s/ Diarra M. Guthrie