

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marianna Industries, Inc.		08/21/2007	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Beauty Holding LLC		
Street Address:	3001 Colorado Blvd.		
Internal Address:	Legal Dept.		
City:	Denton		
State/Country:	TEXAS		
Postal Code:	76210		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1899532	COLOR BRILLIANCE	
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 Blvd.		
Address Line 2:	Legal Dept.		
Address Line 4:	Denton, TEXAS 76210		
ATTORNEY DOCKET NUMBER:	1069.000		
NAME OF SUBMITTER:	Daniel M. Vincenzo		
Signature:	/danielmvincenzo/		

CH \$40.00 1899532

Date:

01/29/2008

Total Attachments: 2

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ASSIGNMENT

THIS ASSIGNMENT is made as of August 21, 2007, by Marianna Industries, Inc., a corporation located at and making this Assignment at 1122 "I" Street, Omaha, NE 68137 ("Assignor"), to BEAUTY HOLDING LLC, a limited liability company organized under the laws of Delaware with its principal place of business at 3001 Colorado Blvd., Denton, TX 76210 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the names and trademarks listed or described in the Schedule hereto and is the owner of registrations or applications for registration of such names and trademarks including those shown in said Schedule; and

WHEREAS, Assignor is the owner of any United States copyrights in the aforesaid names and trademarks; and

WHEREAS, the Assignee wishes to acquire all rights, title and interest in and to the aforesaid names and trademarks, the good will associated therewith, the aforesaid registrations and applications for registrations, and the copyrights in such names and trademarks (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.

MARIANNA INDUSTRIES, INC.

By: Bill Cosentino
Name: BILL COSENTINO
Title: EVH

SCHEDULE A TO ASSIGNMENT

1. All trademarks, symbols or logos consisting in whole or in part the term "COLOR BRILLIANCE" or any variation thereof, displayed in any manner with or without a design element, but not including Citre Shine Color Brilliance or Aveda Color Brilliance.
2. All trade names that consist in whole or in part of the term COLOR BRILLIANCE or any variation thereof, but not including Citre Shine Color Brilliance or Aveda Color Brilliance.
3. All federal, state and other registrations and applications for registrations for names and marks described in paragraphs 1 or 2 above, including but not limited to US Reg. No. 1,899,532 for the trademark COLOR BRILLIANCE.

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