

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
River West Brands LLC		02/05/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Selective Beauty Brands LLC		
Street Address:	141 West Jackson Blvd., Suite 3620		
City:	CHICAGO		
State/Country:	ILLINOIS		
Postal Code:	60604		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77078127	LIKE YOU JUST STEPPED OUT OF A SALON	
Serial Number:	77078116	FEEL SALON BEAUTIFUL EVERYDAY	
CORRESPONDENCE DATA			
Fax Number:	(312)577-4565		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-577-8265		
Email:	kristin.brozovic@kattenlaw.com		
Correspondent Name:	Kristin Brozovic c/o Katten Muchin		
Address Line 1:	525 W Monroe Street		
Address Line 4:	CHICAGO, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	334895-29		
NAME OF SUBMITTER:	Kristin Brozovic		
Signature:	/Kristin Brozovic/		

CH 77078127 \$65.00

Date:

02/15/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

5th THIS ASSIGNMENT OF TRADEMARKS is made and entered into as of this day of February 2008, by and between River West Brands LLC, a Delaware limited liability company with a principal place of business at 141 West Jackson Boulevard, Suite 3620, Chicago, Illinois 60604 ("Assignor"), and Selective Beauty Brands LLC, a Delaware limited liability company with a principal place of business at 141 West Jackson Boulevard, Suite 3620, Chicago, Illinois 60604 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in, to the trademarks and trademark registrations set forth in Schedule A (the "Trademarks");

WHEREAS, Assignee is the successor to the ongoing and existing portion of the business of Assignor to which the Trademarks pertain;

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign all right, title and interest in and to the Trademarks;

ACCORDINGLY, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Trademarks, together with all common law rights and goodwill of the business symbolized by the Trademarks, including the registrations, applications and any resulting registrations therefor, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past or present infringement or misappropriation of the Trademarks and the right to collect damages therefor and all income, royalties or payments due as of the date hereof or hereafter.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment to be signed and executed by its undersigned duly authorized officer.

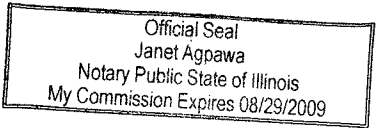
RIVER WEST BRANDS LLC

By: [Signature]
Print Name: David P. Kuipers
Title: CFO

STATE OF ILL)
COUNTY OF COOK) SS.

On this 5th day of February, 2008 David P. Kuipers personally appeared before me, who is known by me to be the CFO of River West Brands LLC, the assignor above named, and acknowledged that he executed the foregoing Assignment of Trademarks on behalf of said assignor and pursuant to authority duly received

[Signature]
Notary Public
My commission expires 8/29/2009



Schedule A

Trademark	Serial No.	Filing Date	Status
LIKE YOU JUST STEPPED OUT OF A SALON	77/078,127	January 8, 2007	Allowed on November 13, 2007
FEEL SALON BEAUTIFUL EVERYDAY	77/078,116	January 8, 2007	Allowed on November 13, 2007