

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.		11/17/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Beauty Holding LLC		
Street Address:	3001 Colorado Blvd.		
Internal Address:	Legal Department		
City:	Denton		
State/Country:	TEXAS		
Postal Code:	76210		
Entity Type:	LTD LIAB JT ST CO:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78778043	HOOPLA	
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 Department		
Address Line 4:	Denton, TEXAS 76210		
NAME OF SUBMITTER:	Daniel M. Vincenzo		
Signature:	/danielmvincenzo/		
Date:	05/12/2008		

CH \$40.00 78778043

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**