



103510216

# RECORDATION FORM C TRADEMARK

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

Beauty Holding Company, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Beauty Holding LLC

Internal Address: Legal Department

Street Address: 3001 Colorado Blvd.

City: Denton

State: TX

Country: USA Zip: 76210

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other LLC Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

### 3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 11-15-2006

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)  
78778043

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

### C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

HOOPLA, for hair care preparations; skin care preparations; cosmetics and nail care preparations

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Beauty Holding LLC

Internal Address: Legal Department  
Attn.: Daniel M. Vincenzo

Street Address: 3001 Colorado Blvd.

City: Denton

State: TX Zip: 76210

Phone Number: 940-297-4637

Fax Number: 940-297-4990

Email Address: dvincenzo@sallybeauty.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

### 8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 50-4045  
Authorized User Name Daniel M. Vincenzo

### 9. Signature:

Signature

Date 6/17/2008

Daniel M. Vincenzo

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Re 6-23-08

TO: BEAUTY HOLDING LLC COMPANY: ATTN: DANIEL M. VINCENZO

06/17/2008  
700375050

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

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[Signature]  
Signature

6/17/2008  
Date

Daniel M. Vincenzo

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FORM 750-107 (REV. 07/05)

TO: BEAUTY HOLDING LLC COMPANY: ATTN: DANIEL M. VINCENZO

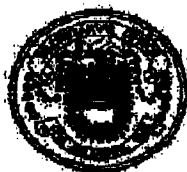
# Delaware

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 10:41 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 9:13 O'CLOCK A.M.



2863339 8100V  
061045537

*Harriet Smith Windsor*  
Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5197111  
DATE: 11-15-06

TO: BEAUTY HOLDING LLC COMPANY: ATTN: DANIEL M. VINCENZO

FROM CORPORATION TRUST 302-655-2480

(WED) 11/15/06 4:50/ST 4:50/NO 4862869597 P. 2

**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 Daniel M. Vincenzo, 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 (28 Del. C. § 191, et seq.) (the "GCL").

1. The Company's name when it was originally incorporated was Kelly 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, 1993, 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), 222 and 265 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 15, 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  
Delawareans 10:31 AM 11/15/2006  
FROM 302.655.2480  
NEW ORLEANS - 256339 FILE

TO: BEAUTY HOLDING LLC COMPANY: ATTN: DANIEL M. VINCENZO

FROM CORPORATION TRUST 302-455-2480

(FED) 11 19 06 4:54/PT 4:50/PA 4862069997 P 9

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.

Diana M. Gathin, as  
Authorized Person.

By: Michael Ashford  
Name: Michael Ashford  
Title: Secretary

By: Diana M. Gathin