

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
Gene Juarez Salons LLC		10/21/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Gene Juarez Beauty Schools LLC
Street Address:	3326 160th Avenue SE, Suite 400
City:	Bellevue
State/Country:	WASHINGTON
Postal Code:	98008
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3155759	GENE JUAREZ ADVANCED TRAINING SALON
Registration Number:	3155761	GENE JUAREZ SALON
Registration Number:	3087115	GJ
Registration Number:	3155762	GENE JUAREZ SALONS & SPAS
Registration Number:	3087116	GJ
Registration Number:	1600221	BESO DE COLOR
Registration Number:	3128507	GENE JUAREZ ACADEMY

CORRESPONDENCE DATA

Fax Number: (312)660-0471
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-861-6371
 Email: rprescan@kirkland.com
 Correspondent Name: Renee Prescan
 Address Line 1: 200 E. Randolph Drive

CH \$190.00 3155759

Address Line 2: Kirkland & Ellis LLP
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER: 13879-2 RMP

NAME OF SUBMITTER: Renee M. Prescan

Signature: /Renee M. Prescan/

Date: 10/21/2008

Total Attachments: 2
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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "GENE JUAREZ SALONS LLC", CHANGING ITS NAME FROM "GENE JUAREZ SALONS LLC" TO "GENE JUAREZ BEAUTY SCHOOLS LLC", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF OCTOBER, A.D. 2008, AT 10:44 O'CLOCK A.M.



4133515 8100

081052609

You may verify this certificate online
at corp.delaware.gov/authver.shtml

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6921830

DATE: 10-21-08

TRADEMARK
REEL: 003874 FRAME: 0242

State of Delaware
Secretary of State
Division of Corporations
Delivered 10:44 AM 10/21/2008
FILED 10:44 AM 10/21/2008
SRV 081052609 - 4133515 FILE

**CERTIFICATE OF AMENDMENT
TO
CERTIFICATE OF FORMATION
OF
GENE JUAREZ SALONS LLC**

* * * * *
*In accordance with the provisions of §18-202 of the
Limited Liability Company Act of the State of Delaware*
* * * * *

The undersigned, being duly authorized to execute and file this Certificate of Amendment to Certificate of Formation for the purpose of amending the Certificate of Formation pursuant to the Section 18-202 of the Delaware Limited Liability Company Act, does hereby certify as follows:

FIRST: The name of the limited liability company is Gene Juarez Salons LLC (the "Company").

SECOND: The Certificate of Formation of the Company is hereby amended by deleting Article First in its entirety and substitute therefore the following new Article First:

ARTICLE FIRST

The name of the limited liability company is Gene Juarez Beauty Schools LLC (the "Company").

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Amendment to Certificate of Formation as of the 21st day of October, 2008.

By: /s/ Barry Matthews
Name: Barry Matthews
Title: Authorized Signatory