

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pureology Research, LLC		12/23/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	PR Holding Corp.
Street Address:	575 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 41

Property Type	Number	Word Mark
Registration Number:	3091139	NANOWORKS
Registration Number:	2928869	INCHARGEPLUS
Registration Number:	2896476	SUPERSTRAIGHT
Registration Number:	3036521	ANTIFADE COMPLEX
Registration Number:	2880552	RECONSTRUCTREPAIR
Registration Number:	2880551	PURIFYSHAMPOO
Registration Number:	2885460	HYDRATECONDITION
Registration Number:	2885459	HYDRATESHAMPOO
Registration Number:	3478304	SUPERSMOOTH
Serial Number:	78948403	HYDRACURE
Registration Number:	3416185	NANOWAX
Registration Number:	3220211	NANOGLAZE

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Registration Number:	3292486	INSTANTREPAIR
Registration Number:	3337251	SHINELUXE
Registration Number:	3332493	GLOSSINGMIST
Registration Number:	3091541	DRYSHINE
Registration Number:	3175525	HOLDFAST
Registration Number:	3178561	REALCURL
Registration Number:	3522384	DANDRUFFSCALPCURE
Serial Number:	77551832	SUPERSMOOTH
Serial Number:	77525585	ESSENTIALREPAIR
Registration Number:	3512315	ROOTLIFT
Registration Number:	3545561	ZEROALCOHOL
Serial Number:	77407672	ZEROSULFATE
Serial Number:	77339694	DANDRUFFSCALPCURE
Serial Number:	77195508	SCALPCURE
Registration Number:	3389547	TAKEHOLD
Registration Number:	2835292	PUREVOLUME
Registration Number:	2805663	SHINEMAX
Registration Number:	2751238	COLOURMAX
Registration Number:	2796338	LONGER COLOUR LIFE GUARANTEED!
Registration Number:	2796337	LONGER LASTING HAIR COLOUR - GUARANTEED!
Registration Number:	2536743	
Registration Number:	2584925	TEXTURETWIST
Registration Number:	2560693	ZEROSULFATE
Registration Number:	2644157	PUREOLOGY SERIOUS COLOUR CARE
Registration Number:	2644156	POWERDRESSING
Registration Number:	2548624	ROOTLIFT
Registration Number:	2646935	INCHARGE
Registration Number:	2595771	PUREOLOGY
Serial Number:	77635606	ZEROMATTIFY

CORRESPONDENCE DATA

Fax Number: (212)984-5082

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-984-4177

Email: lgigliotti@us.loreal.com

Correspondent Name: Lisa M. Gigliotti

TRADEMARK
REEL: 003915 FRAME: 0914

Address Line 1: 575 Fifth Avenue
Address Line 2: Floor 34
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:

PURE

NAME OF SUBMITTER:

Lisa M. Gigliotti

Signature:

/Lisa M. Gigliotti/

Date:

01/09/2009

Total Attachments: 2
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Delaware

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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 MERGER, WHICH MERGES:

"PUREOLOGY RESEARCH, LLC", A DELAWARE LIMITED LIABILITY COMPANY,

WITH AND INTO "PR HOLDING CORP." UNDER THE NAME OF "PR HOLDING CORP.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-THIRD DAY OF DECEMBER, A.D. 2008, AT 6:46 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2008, AT 11:56 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3859118 8100M

081226970



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7048137

DATE: 12-24-08

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

TRADEMARK
REEL: 003915 FRAME: 0916

STATE OF DELAWARE
CERTIFICATE OF MERGER OF
DOMESTIC LIMITED LIABILITY COMPANY
INTO A
DOMESTIC CORPORATION

Pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law and Title 6, Section 18-209 of the Delaware Limited Liability Company Act, the undersigned corporation executed the following Certificate of Merger:

FIRST: The name of the surviving corporation is PR Holding Corp.
_____, a Delaware Corporation, and the name of the
limited liability company being merged into this surviving corporation is _____
Pureology Research, LLC

SECOND: The Agreement of Merger has been approved, adopted, certified, executed
and acknowledged by the surviving corporation and the merging limited liability
company.

THIRD: The name of the surviving corporation is PR Holding Corp.
_____.

FOURTH: The merger is to become effective on December 31, 2008 at 11:56 p.m.

FIFTH: The Agreement of Merger is on file at c/o L'Oreal USA, Inc. Attn: Legal Dept.
575 Fifth Avenue
New York, NY 10017, the place of business of the surviving corporation.

SIXTH: A copy of the Agreement of Merger will be furnished by the corporation
on request, without cost, to any stockholder of any constituent corporation or member
of any constituent limited liability company.

SEVENTH: The Certificate of Incorporation of the surviving corporation shall be its
Certificate of Incorporation

IN WITNESS WHEREOF, said Corporation has caused this certificate to be signed by
an authorized officer, the 23RD day of December, A.D., 2008.

By: Thomas Sarakatsannis
Authorized Officer

Name: Thomas Sarakatsannis

Print or Type

Title: Vice President and Secretary