

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Holding Company I, Inc.		12/31/2008	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	L'Oreal USA Creative, Inc.
<b>Street Address:</b>	575 Fifth Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10017
<b>Entity Type:</b>	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
Registration Number:	3292486	INSTANTREPAIR
Registration Number:	3337251	SHINELUXE

**CH \$1040.00 3091139**

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.*

Email: lgigliotti@us.loreal.com

Correspondent Name: Lisa M. Gigliotti

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: 17**

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## ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and executed effective as of 11:59 p.m. on December 31, 2008 by Holding Company I, Inc., a Delaware corporation ("Assignor") and L'Oreal USA Creative, Inc. a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, tradenames, trademark registrations, trademark applications and domain name registrations listed on Exhibit A, attached hereto and made a part hereof (the "Scheduled Trademarks"), as well as all common law trademark, trade dress and similar rights owned or held by Assignor relating to, associated with and/or arising in connection with the Scheduled Trademarks and/or the Pureology brand (collectively, the "Trademarks"), as well as the good will associated with, corresponding to, symbolized by and embodied in the Trademarks;

NOW THEREFORE, in consideration of the above premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer of Trademarks. Assignor hereby assigns to Assignee and its successors and assigns all of Assignor's right, title and interest in and to the Trademarks and all registrations thereof and applications therefor, including the right to recover for past, present and future infringements pertaining to the use thereof, together with all related rights and/or interests owned or held by Assignor, including without limitation, all common law trademark rights and all of the goodwill associated with, corresponding to, symbolized by and embodied in the Trademarks.
2. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities in all jurisdictions designated by Assignee, including without limitation, the United States Patent and Trademark Office.
3. Successor to Business. The parties acknowledge that Assignee is the successor to Assignor's business which pertains to the Trademarks, which business is ongoing and existing.

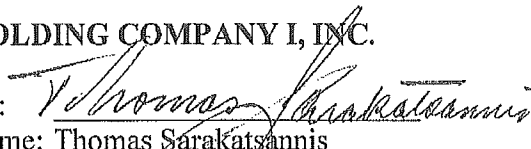
[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment effective as of the date first above written.

Date: December 31, 2008

**HOLDING COMPANY I, INC.**

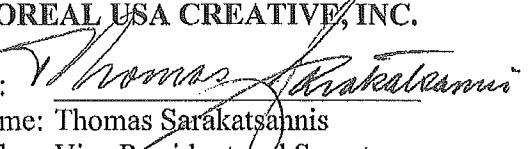
By:

  
Name: Thomas Sarakatsannis

Title: Vice President and Secretary

**L'OREAL USA CREATIVE, INC.**

By:

  
Name: Thomas Sarakatsannis

Title: Vice President and Secretary

**Exhibit A**  
**Trademarks**

**Record 1**

Mark NANOWORKS (Block letters)

Status Registered  
Ser./App. No. 78-395001  
Registration No. 3091139

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY,  
SHAMPOOS, CONDITIONERS, NON-MEDICATED HAIR TREATMENTS, HAIR SPRAYS, HAIR  
DRESSINGS, STYLING LOTIONS AND PERMANENT WAVING AND  
CURLING SOLUTIONS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

**Record 2**

Mark INCHARGEPLUS (Block letters)

Status Registered  
Ser./App. No. 78-357457  
Registration No. 2928869

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR SPRAY

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

**Record 3**

Mark SUPERSTRAIGHT

Status Registered  
Ser./App. No. 78-283457  
Registration No. 2896476

Int'l Class 3 - Cosmetics and Cleaning Preparations

Goods/Services HAIR STYLING PRODUCTS, NAMELY STRAIGHTENING BALMS,  
SHAMPOOS, AND CONDITIONERS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

#### Record 4

Mark ANTIFADE COMPLEX

Status Registered  
Ser./App. No. 78-283437  
Registration No. 3036521

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PREPARATIONS, NAMELY, AN INGREDIENT SOLD AS  
A COMPONENT OF AN ENTIRE LINE OF HAIR CARE PRODUCTS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

#### Record 5

Mark RECONSTRUCTREPAIR

Status Registered  
Ser./App. No. 78-283428  
Registration No. 2880552

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, HAIR CONDITIONERS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

#### Record 6

Mark PURIFYSHAMPOO

Status Registered  
Ser./App. No. 78-283423  
Registration No. 2880551

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, HAIR SHAMPOOS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 7

Mark HYDRATECONDITION

Status Registered  
Ser./App. No. 78-283403  
Registration No. 2885460

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, HAIR CONDITIONERS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 8

Mark HYDRATESHAMPOO

Status Registered  
Ser./App. No. 78-283391  
Registration No. 2885459

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, HAIR SHAMPOOS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 9

Mark SUPERSMOOTH (Block letters)

Status Registered  
Ser./App. No. 78-957078  
Registration No. 3478304

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, SPRAY GEL



Registrant PUREOLOGY RESEARCH LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 10

Mark HYDRACURE (Block letters)

Status Published - Request for extension of time to TTAB  
Ser./App. No. 78-948403

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PREPARATIONS, INTENSIVE HYDRATING HAIR  
MASQUE, HAIR CARE CREAMS, HAIR CARE LOTIONS, AND HAIR CARE CONDITIONERS

Applicant PUREOLOGY RESEARCH LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 11

Mark NANOWAX (Block letters)

Status Registered  
Ser./App. No. 78-930838  
Registration No. 3416185

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR FIXATIVES

Registrant PUREOLOGY RESEARCH, LLC COMPOSED OF JIM MARKHAM, U.S.  
CITIZEN (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 12

Mark NANOGLAZE (Block letters)

Status Registered  
Ser./App. No. 78-926956  
Registration No. 3220211

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CONDITIONERS; HAIR CREAMS; HAIR FIXERS; HAIR  
GELS; HAIR LOTIONS; HAIR MOUSSES; HAIR RINSES; HAIR SHAMPOO;  
HAIR SPRAY; HAIR STYLING GEL; HAIR WAVING LOTION

Registrant PUREOLOGY RESEARCH, LLC (DE CORP.)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 13

Mark INSTANTREPAIR (Stylized)

Status Registered  
Ser./App. No. 78-890513  
Registration No. 3292486

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, CONDITIONER

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 14

Mark SHINELUXE (Block letters)

Status Registered  
Ser./App. No. 78-890461  
Registration No. 3337251

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services SCULPTING GEL

Registrant PUREOLOGY RESEARCH, LLC (DE CORP.)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 15

Mark GLOSSINGMIST (Block letters)

Status Registered  
Ser./App. No. 78-865048  
Registration No. 3332493

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR STYLING PREPARATIONS

Registrant PUREOLOGY RESEARCH LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 16

Mark DRYSHINE (Block letters)

Status Registered  
Ser./App. No. 78-537414  
Registration No. 3091541

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services FULL LINE OF NON-MEDICATED HAIR CARE AND HAIR STYLING  
PREPARATIONS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 17

Mark HOLDFAST (Block letters)

Status Registered  
Ser./App. No. 78-678389  
Registration No. 3175525

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services NON-AEROSOL HAIR SPRAYS

Registrant PUREOLOGY RESEARCH, LLC (CA LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 18

Mark REALCURL (Block letters)

Status Registered  
Ser./App. No. 78-678402  
Registration No. 3178561

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY, HAIR  
STYLING GEL

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 19

Mark DANDRUFFSCALPCURE (Block letters)

Status Registered  
Ser./App. No. 77-975930  
Registration No. 3522384

Int'l Class 5 - Pharmaceuticals  
Goods/Services HAIR CARE PRODUCTS, NAMELY, DANDRUFF SHAMPOO,  
DANDRUFF CONDITIONER

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 20

Mark SUPERSMOOTH (Block letters)

Status Pending - Non-final action  
Ser./App. No. 77-551832

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PREPARATIONS AND HAIR TREATMENT  
PREPARATIONS

Applicant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 21

Mark ESSENTIALREPAIR (Block letters)

Status Published  
Ser./App. No. 77-525585

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services NON-MEDICATED HAIR CARE AND HAIR TREATMENT  
PREPARATIONS

**Applicant** PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 22

**Mark** ROOTLIFT (Block letters)

**Status** Registered  
**Ser./App. No.** 77-419583  
**Registration No.** 3512315

**Int'l Class** 3 - Cosmetics and Cleaning Preparations  
**Goods/Services** HAIR STYLING PREPARATION

**Registrant** PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 23

**Mark** ZEROALCOHOL (Block letters)

**Status** Registered  
**Ser./App. No.** 77-418853  
**Registration No.** 3545561

**Int'l Class** 3 - Cosmetics and Cleaning Preparations  
**Goods/Services** HAIR STYLING PREPARATION

**Applicant** PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 24

**Mark** ZEROSULFATE (Block letters)

**Status** Pending - Non-final action  
**Ser./App. No.** 77-407672

**Int'l Class** 3 - Cosmetics and Cleaning Preparations

**Goods/Services** HAIR CARE PRODUCTS, NAMELY, NON-MEDICATED HAIR SHAMPOOS

**Applicant** PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 25

**Mark** DANRUFFSCALPCURE (Block letters)

**Status** Allowed - 1st extension of time granted  
**Ser./App. No.** 77-339694

**Int'l Class** 5 - Pharmaceuticals  
**Goods/Services** MEDICATED ANTI-DANRUFF TREATMENT PREPARATIONS

**Applicant** PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 26

**Mark** SCALPCURE (Block letters)

**Status** Allowed - Notice of Allowance issued  
**Ser./App. No.** 77-195508

**Int'l Class** 3 - Cosmetics and Cleaning Preparations  
**Goods/Services** SHAMPOOS, HAIR CONDITIONERS, HAIR COLOR, HAIR SPRAYS, NON-MEDICATED HAIR TREATMENT PREPARATIONS, HAIR PERMS AND HAIR STYLING GELS AND MOUSSES

**Applicant** PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 27

**Mark** TAKEHOLD (Block letters)

**Status** Registered  
**Ser./App. No.** 77-084132  
**Registration No.** 3389547

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR SPRAY  
Registrant PUREOLOGY RESEARCH LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 28

Mark PUREVOLUME  
Status Registered  
Ser./App. No. 76-477361  
Registration No. 2835292  
Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PREPARATIONS  
Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 29

Mark SHINEMAX  
Status Registered  
Ser./App. No. 76-477362  
Registration No. 2805663  
Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PREPARATIONS  
Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 30

Mark COLOURMAX  
Status Registered  
Ser./App. No. 76-388788  
Registration No. 2751238  
Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY, COLOR SEALANT AND DETANGLER

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 31

Mark LONGER COLOUR LIFE GUARANTEED!

Status Registered  
Ser./App. No. 76-375839  
Registration No. 2796338

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY, SHAMPOO, CONDITIONER, GEL, MOUSSE, HAIR SPRAY, AND DRESSING

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 32

Mark LONGER LASTING HAIR COLOUR - GUARANTEED!

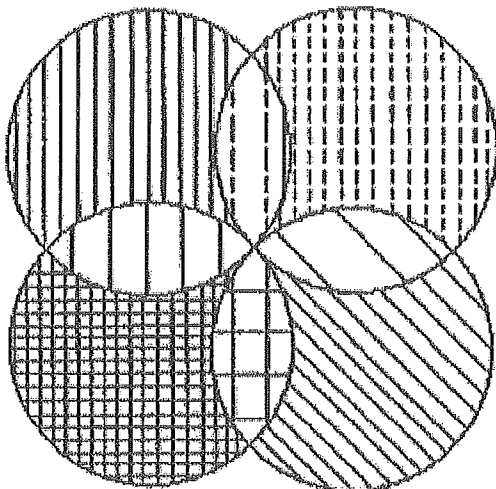
Status Registered  
Ser./App. No. 76-375836  
Registration No. 2796337

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY, SHAMPOO, CONDITIONER, GEL, MOUSSE, HAIR SPRAY, AND DRESSING

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017



### Record 33



Mark (Design only)

Status Registered  
Ser./App. No. 76-298354  
Registration No. 2536743

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY, SHAMPOO,  
CONDITIONER, GEL, MOUSSE, HAIR SPRAY, AND DRESSING

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 34

Mark TEXTURETWIST

Status Registered  
Ser./App. No. 76-217280  
Registration No. 2584925

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR STYLING PREPARATIONS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 35

Mark ZEROSULFATE

Status Registered  
Ser./App. No. 76-217279  
Registration No. 2560693

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR CARE PRODUCTS, NAMELY NON-MEDICATED HAIR SHAMPOOS AND [CONDITIONERS]

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 36

Mark PUREOLOGY SERIOUS COLOUR CARE

Status Registered  
Ser./App. No. 76-217277  
Registration No. 2644157

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services ENTIRE LINE OF HAIR CARE AND HAIR STYLING PRODUCTS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Record 37

Mark POWERDRESSING

Status Registered  
Ser./App. No. 76-217276  
Registration No. 2644156

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR STYLING PREPARATIONS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

## Record 38

Mark                    **ROOTLIFT**

Status                   Registered  
Ser./App. No.         76-217275  
Registration No.      2548624

Int'l Class            3 - Cosmetics and Cleaning Preparations  
Goods/Services        HAIR STYLING PREPARATIONS

Registrant             PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
                          COMPANY)  
                          575 FIFTH AVENUE  
                          NEW YORK, NY 10017

## Record 39

Mark                    **INCHARGE**

Status                   Registered  
Ser./App. No.         76-215481  
Registration No.      2646935

Int'l Class            3 - Cosmetics and Cleaning Preparations  
Goods/Services        HAIR SPRAY

Registrant             PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
                          COMPANY)  
                          575 FIFTH AVENUE  
                          NEW YORK, NY 10017

## Record 40

Mark                    **PUREOLOGY**

Status                   Registered  
Ser./App. No.         76-178208  
Registration No.      2595771

Int'l Class            3 - Cosmetics and Cleaning Preparations  
Goods/Services        HAIR CARE PRODUCTS, NAMELY, SHAMPOO, CONDITIONER,  
FINISHING RINSE, HAIR SPRAY, SCULPTING GEL, HAIR MOUSSE, HAIR SETTING  
LOTION, HAIR FIXATIVES, SPRAY GEL, AND HAIR AND BODY WASH

Registrant             PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY  
                          COMPANY)  
                          575 FIFTH AVENUE  
                          NEW YORK, NY 10017

## Record 41

Mark ZEROMATTIFY

Status Pending  
Ser./App. No. 77-635606

Int'l Class 3 - Cosmetics and Cleaning Preparations  
Goods/Services HAIR STYLING PREPARATIONS

Registrant PUREOLOGY RESEARCH, LLC (DE LIMITED LIABILITY COMPANY)  
575 FIFTH AVENUE  
NEW YORK, NY 10017

### Domain Names

[www.pureology.com.cn](http://www.pureology.com.cn)

[www.pureology.com.mx](http://www.pureology.com.mx)

[www.pureology.com.tw](http://www.pureology.com.tw)

[www.pureology.me.uk](http://www.pureology.me.uk)

[www.pureology.net](http://www.pureology.net)

[www.pureology.net.cn](http://www.pureology.net.cn)

[www.pureology.org](http://www.pureology.org)

[www.pureology.org.cn](http://www.pureology.org.cn)

[www.pureology.org.tw](http://www.pureology.org.tw)

[www.pureology.org.uk](http://www.pureology.org.uk)

[www.pureology.tw](http://www.pureology.tw)

[www.pureology.us](http://www.pureology.us)

[www.seriouscolourcare.com](http://www.seriouscolourcare.com)

[www.seriouscolourcare.net](http://www.seriouscolourcare.net)

[www.seriouscolourcare.org](http://www.seriouscolourcare.org)

[www.seriouscolourcare.us](http://www.seriouscolourcare.us)