

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Beauty Systems Group, Inc. converted to Beauty Systems Group LLC		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beauty Systems Group, Inc.		11/15/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Beauty Systems Group LLC		
Street Address:	3001 Colorado Boulevard		
City:	Denton		
State/Country:	TEXAS		
Postal Code:	76210		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2820578	BARNUM	
CORRESPONDENCE DATA			
Fax Number:	(940)297-4990		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	940-297-4963		
Email:	trademarks@sallybeauty.com		
Correspondent Name:	Sheila Ogletree		
Address Line 1:	3001 Colorado Boulevard		
Address Line 4:	Denton, TEXAS 76210		
ATTORNEY DOCKET NUMBER:	1022.001		
NAME OF SUBMITTER:	Sheila Ogletree		
Signature:	/sheilaogletree/		
Date:	04/08/2009		

CH \$40.00 2820578

Total Attachments: 5

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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 THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "BEAUTY SYSTEMS GROUP, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BEAUTY SYSTEMS GROUP, INC." TO "BEAUTY SYSTEMS GROUP LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF NOVEMBER, A.D. 2006, AT 10:32 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 9:36 O'CLOCK A.M.

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



2822930 8100V

061045679

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5197268

DATE: 11-15-06

TRADEMARK
REEL: 003967 FRAME: 0185

**CERTIFICATE OF CONVERSION TO LIMITED LIABILITY COMPANY
OF
BEAUTY SYSTEMS GROUP, INC.
TO
BEAUTY SYSTEMS GROUP 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 Systems Group, Inc., a Delaware corporation (the "Company"), and Diarra M. Guthrie, 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 (8 Del. C. § 101, et seq.) (the "DGCL").

1. The Company's name when it was originally incorporated was AC Acquiring Co. and, subsequently, immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Beauty Systems Group, 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 19, 1997, 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 Systems Group 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), 228 and 266 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 9:36 a.m. Eastern Standard Time on November 16, 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.

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State of Delaware
Secretary of State
Division of Corporations
Delivered 10:35 AM 11/15/2006
FILED 10:32 AM 11/15/2006
SRV 061045679 - 2822930 FILE

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Conversion to Limited Liability Company as of the date first-above written.

Beauty Systems Group, Inc.

Diarra M. Guthrie, as
Authorized Person

By: /s/ Raal H. Roos

By: /s/ Diarra M. Guthrie

Name: Raal H. Roos
Title: Vice President,
General Counsel and
Secretary

Delaware

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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 CERTIFICATE OF FORMATION OF "BEAUTY SYSTEMS GROUP LLC" FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF NOVEMBER, A.D. 2006, AT 10:32 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE SIXTEENTH DAY OF NOVEMBER, A.D. 2006, AT 9:36 O'CLOCK A.M.

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



2822930 8100V

061045679

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5197268

DATE: 11-15-06

TRADEMARK
REEL: 003967 FRAME: 0188

CERTIFICATE OF FORMATION
OF
BEAUTY SYSTEMS GROUP LLC

This Certificate of Formation of Beauty Systems Group LLC (the "Company"), dated as of November 15, 2006, is being duly executed and filed by Diarra M. Guthrie, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. §18-101, et seq.).

FIRST. The name of the limited liability company formed is Beauty Systems Group LLC.

SECOND. The address of the registered office of the Company in the State of Delaware is c/o Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

THIRD. The name and address of the registered agent for service of process on the Company in the State of Delaware are The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

FOURTH. The formation of the Company shall be effective at 9:36 a.m. Eastern Standard Time on November 16, 2006 after the filing of this Certificate of Formation and a certificate of conversion to limited liability company with the Secretary of State of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.

/s/ Diarra M. Guthrie
Name: Diarra M. Guthrie
Authorized Person

State of Delaware
Secretary of State
Division of Corporations
Delivered 10:35 AM 11/15/2006
FILED 10:32 AM 11/15/2006
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