

**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>
The Wella Corporation		03/31/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RCJP Acquisition, Inc.		
<b>Street Address:</b>	400 South Zang Blvd., Suite 1305		
<b>Internal Address:</b>	The Bank Tower at Oak Cliff		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75208		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0681947	ULTRA SHEEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)601-5475		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404-347-8515		
<b>Email:</b>	trademarks@adorno.com		
<b>Correspondent Name:</b>	Auma N. Reggy, Esq.		
<b>Address Line 1:</b>	1349 West Peachtree Street		
<b>Address Line 2:</b>	Adorno & Yoss - Suite 1500		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	219569.0001		
<b>NAME OF SUBMITTER:</b>	Auma N. Reggy, Esq.		
<b>Signature:</b>	/anr/		

OP \$40.00 0681947

Date:

07/13/2009

Total Attachments: 2

source=ULTRA SHEEN TM Assignment#page1.tif

source=ULTRA SHEEN TM Assignment#page2.tif

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 31<sup>st</sup> day of March, 2009, by and between The Wella Corporation, a Delaware corporation (hereinafter referred to as "Assignor"), and RCIP Acquisition, Inc., a Delaware corporation (hereinafter referred to as "Assignee") (collectively, the "Parties").

### WITNESSETH

WHEREAS, Assignor is the owner of all right, title, and interest in and to the U.S. trademark registration set forth on Schedule A; and

WHEREAS, the Parties desire to enter into this Assignment to effect the transfer of all right, title, and interest in and to the ULTRA SHEEN Mark and registration as set forth on Schedule A.

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Mark, including but not limited to the registration set forth on Schedule A, together with the portion of Assignor's business to which the Mark pertains and the goodwill associated therewith, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts that are deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

3. Entire Agreement. This Assignment represents the entire agreement between the Parties regarding the Mark and supersedes any previous agreement or discussion between the Parties.

"ASSIGNOR"

THE WELLA CORPORATION

By: Carl J. Raif

Name: Carl J. Raif

Title: Assistant Secretary

SCHEDULE A

Country	Mark	Reg. Date	Reg. No.	International Class	Goods/Services
U.S.A.	ULTRA SHEEN	07/13/1959	681,947	003	Creme hair oil, creme shampoo, hair and scalp conditioner, pin curl setting cream, and creme press for straightening hair

[318581 0001/040260816\_1]