TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Wella Corporation		10/01/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Johnson Products Company, Inc.
Street Address:	The Bank Tower at Oak Cliff
Internal Address:	400 S. Zang Blvd., Suite 1305
City:	Dallas
State/Country:	TEXAS
Postal Code:	75208
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	2828288	GENTLE-TIMED FORMULA
Registration Number:	1277666	GENTLE-TREATMENT
Registration Number:	1376790	GENTLE-TREATMENT
Registration Number:	3028318	GENTLETREATMENT
Registration Number:	2874298	HYDRA NUTRITIVE VI REVITALIZES RENEWS RESTORES
Registration Number:	0988557	JP
Registration Number:	0974463	JP
Registration Number:	2829959	MULTI-VITAMIN COMPLEX WITH VITAMINS A, C & E
Registration Number:	2813184	SOFT TOUCH
Registration Number:	1674733	SOFT TOUCH
Registration Number:	2853499	STYLE REVIVAL
Registration Number:	2727925	THE FREEDOM TO DO
Registration Number:	0953827	ULTRA SHEEN

OP $465.00 2828288

Registration Number:	0968329	ULTRA SHEEN
Registration Number:	2232500	ULTRA SHEEN GRO NATURAL TREATMENT
Registration Number:	1190376	ULTRA SHEEN SUPREME
Registration Number:	2834411	US JP JOHNSON PRODUCTS ULTRASHEEN
Registration Number:	2857854	US KIDS

CORRESPONDENCE DATA

Fax Number: (404)601-5475

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

Phone: 404-347-8515

Email: trademarks@adorno.com

Correspondent Name: Auma N. Reggy, Esq.

Address Line 1: 1349 West Peachtree Street, N.E.

Address Line 2: Suite 1500

Address Line 4: Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Auma N. Reggy, Esq.
Signature:	/anr/
Date:	10/09/2009

Total Attachments: 4

source=Assignment from The Wella Corporation to Johnson Products Company Inc#page1.tif

source=Assignment from The Wella Corporation to Johnson Products Company Inc#page2.tif

source=Assignment from The Wella Corporation to Johnson Products Company Inc#page3.tif

source=Assignment from The Wella Corporation to Johnson Products Company Inc#page4.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 1st day of October, 2009, by and between The Wella Corporation, a Delaware corporation (hereinafter referred to as "Assignor"), and Johnson Products Company, 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 registrations set forth on Schedule A (the "Marks"); and

WHEREAS, the Parties desire to enter into this Assignment to effect the transfer of all right, title, and interest in and to the Marks and registrations 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 Marks, including but not limited to the registrations set forth on Schedule A, together with the portion of Assignor's business to which the Marks pertain and the goodwill associated therewith, along with the right to recover for damages and profits and other remedies for past infringements of the Marks.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee further documents and instruments as reasonably necessary, 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 Marks, 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.

"ASSIGNOR"

THE WELLA CORPORATION

By: Carl J. Roof

Name: Carl J. Roof

Title: Assistant Secretary

SCHEDULE A

Country	Mark	Reg. Date	Reg. No.	International Class	Goods/Services
U.S.A.	GENTLE-TIMED FORMULA	03/30/2004	2828288	003	Hair relaxer ingredients sold as components of hair strengthening compositions
U.S.A.	GENTLE-TREATMENT	05/15/1984	1277666	003	Hair relaxer
U.S.A.	GENTLE-TREATMENT	01/07/1986	1376790	003	Hair care products namely, hair conditioning relaxer kit consisting of creme relaxer with built in conditioner, liquid activator, neutralizing shampoo and setting lotion, hair dress, hair spray, shampoos for the hair, relaxers, neutralizers, setting lotions conditioners, hair setting lotion, liquid activators
U.S.A.	GENTLETREATMENT Stylized	12/13/2005	3028318	003	Hair care products, namely, heat manager protectant spray, cream moisturizer, conditioners, shampoos and semi-permanent hair color
U.S.A.	HYDRA NUTRITIVE VI REVITALIZES RENEWS RESTORES & Design	08/17/2004	2874298	003	Hair care products, namely, shampoos, conditioners, styling gels, styling sprays, styling foams and styling lacquers
U.S.A.	JP Stylized	07/16/1974	988557	003	Hair dressing preparations, hair conditioners, rinses and relaxers, hair setting, styling and coloring preparations, hair spray, preparations for imparting sheen to hair, permanent wave kits, hair pressing preparations, hair straightener, preparations for protecting the scalp during hair straightening treatments, wetting and detangling preparations to facilitate combing hair, and kits for the hair consisting of relaxer, neutralizer shampoo, conditioners, protective gel for the scalp, hair dressing, and

					gloves for use in applying the contents of the kit
U.S.A.	JP Stylized	12/04/1973	974463	003	Hair shampoos
U.S.A.	MULTI-VITAMIN COMPLEX WITH VITAMINS A, C & E & Design	04/06/2004	2829959	003	Hair care products, namely, shampoos and conditioners
U.S.A.	SOFT TOUCH & Design	02/10/2004	2813184	003	Hair care products, namely shampoos and conditioners
U.S.A.	SOFT TOUCH Stylized	02/11/1992	1674733	003	Scalp conditioner and hair dress
U.S.A.	STYLE REVIVAL Stylized	06/15/2004	2853499	003	Hair care products, namely, shampoos, conditioners and styling preparations
U.S.A.	THE FREEDOM TO DO	06/17/2003	2727925	003	Hair care preparations, namely, shampoos, conditioners, hair coloring and dyes, hair waving, styling, straightening compositions, lotions, gels, pomades and sprays
U.S.A.	ULTRA SHEEN	02/20/1973	953827	003	Liquid, creme and neutralizer shampoos, combination liquid shampoo and protein conditioner production
U.S.A.	ULTRA SHEEN	09/11/1973	968329	003	Hair dressing; protein hair conditioner; hair base and cream relaxer and cream rinse for the hair; permanent wave kits containing hair relaxer, neutralizing shampoo, and hair setting lotion; styling lotion; styling gel and protein styling gel; hair conditioner; instant hair conditioner
U.S.A.	ULTRA SHEEN GRO NATURAL TREATMENT	03/16/1999	2232500	003	Hair care products, namely, hair dress, hair conditioners, hair moisturizers, hair lotions, hair shampoo, hair gel and hair spray
U.S.A.	ULTRA SHEEN SUPREME	02/23/1982	1190376	003	Hair dress, relaxer and conditioner and shampoo for the hair
U.S.A.	US JP JOHNSON	04/20/2004	2834411	003	Hair care products, namely,

	PRODUCTS ULTRASHEEN & Design				shampoos and conditioners
U.S.A.	US KIDS & Design	06/29/2004	2857854	003	Hair care products, namely, shampoos and conditioners