

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
Pro-Line International, Inc.		01/01/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Alberto-Culver USA, Inc.
Street Address:	2525 Armitage Avenue
City:	Melrose Park
State/Country:	ILLINOIS
Postal Code:	60160
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2398424	CPR
Registration Number:	2398425	CRITICAL PROTECTION & REPAIR
Registration Number:	3128703	MOTIONS
Registration Number:	3045095	MOTIONS
Registration Number:	2326322	MOTIONS AT HOME
Registration Number:	2571670	MOTIONS FOR KIDS
Registration Number:	2934910	SALON HERBALS
Serial Number:	77022091	HERBASTYLE4

CORRESPONDENCE DATA

Fax Number: (703)852-7189
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 703-463-3074
 Email: janice.housey@latimerip.com
 Correspondent Name: Janice W. Housey
 Address Line 1: 13873 Park Center Road Suite 106

OP \$215.00 2398424

900146788

**TRADEMARK
 REEL: 004090 FRAME: 0001**

Address Line 2: Latimer & Mayberry IP Law, LLP
Address Line 4: Herndon, VIRGINIA 20171

ATTORNEY DOCKET NUMBER:	102-14523
NAME OF SUBMITTER:	Janice W. Housey
Signature:	/janice w housey/
Date:	11/03/2009

Total Attachments: 4
source=ProLine-ACUSA with US Schedule#page1.tif
source=ProLine-ACUSA with US Schedule#page2.tif
source=ProLine-ACUSA with US Schedule#page3.tif
source=ProLine-ACUSA with US Schedule#page4.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, Pro-Line International, Inc., a corporation lawfully organized and existing under the laws of Delaware located and doing business at 2525 Armitage Avenue, Melrose Park, ILLINOIS 60160, (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademarks shown in the attached Schedule A (hereinafter the "Marks");

WHEREAS, Alberto-Culver USA, Inc., a corporation lawfully organized and existing under the laws of Delaware located and doing business at 2525 Armitage Avenue, Melrose Park, ILLINOIS 60160, (hereinafter "Assignee"), is desirous of acquiring said Marks and the registrations thereof; and

NOW THEREFORE, for \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer wholly and entirely unto the Assignee its entire right, title and interest in the U.S. and throughout the world in and to the Marks together with all goodwill attaching thereto and all rights, privileges and obligations pertaining thereto.

The Effective Date of this Assignment is January 1, 2008.

The Assignor does hereby expressly consent that procedures may be taken before any country's intellectual property office singly by the Assignee through its appointed representative(s), to record the transfer of the trademark right(s) to the Assignee and Assignee is authorized to correspond and/or take any actions in connection with any pending matters and to maintain in full force the registrations hereof at its expenses. From the effective date, Assignee may also take any other actions that it deems necessary or desirable with respect to the Marks, without limitation.

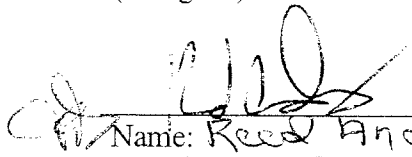
The parties agree to perform, or authorize an agent or representative to perform, any further acts and execute and deliver any documents that may be reasonably necessary to carry out any

provision of this Agreement.

Pro-Line International, Inc.

(Assignor)

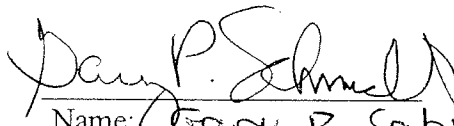
Date: Feb 22, 2008


Name: Reed Anders
Title: Ast. Treasurer

Alberto-Culver USA, Inc.

(Assignee)

Date: Feb 22, 2008


Name: Gary P. Schmidt
Title: Secretary

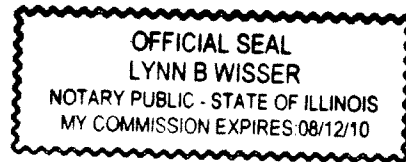
State of Illinois)
County of Cook) SS:

Signed and sworn to before me on Feb 22, 2008 (date) by Reed Anders
(name of person) as an officer of Pro-Line International, Inc.

Lynn B. Wisser
Notary Public Name: Lynn B. Wisser

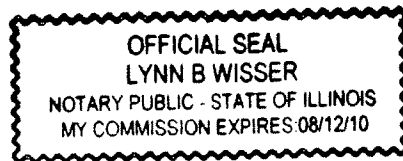
My commission expires: 8/12/2010

State of Illinois)
County of Cook) SS:



Signed and sworn to before me on Feb 22, 2008 (date) by Gary P. Schmidt
(name of person) as an officer of Alberto-Culver USA, Inc.

Lynn B. Wisser
Notary Public Name: Lynn B. Wisser



My commission expires: 8/12/2010

Country:	ID	Mark	United States	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status
	6130	CPR		3	75/504173	6/17/1998	2398424	10/24/2000	Registered
	6131	CRITICAL PROTECTION & REPAIR		3	75/504174	6/17/1998	2398425	10/24/2000	Registered
	12470	HERBASTYLE4			77/022091	10/14/2006			Pending
	11025	MOTIONS		3	78/444489	7/1/2004	3128703	8/15/2006	Registered
	11024	MOTIONS (Stylized)		3	78/444615	7/1/2004	3045095	1/17/2006	Registered
	6390	MOTIONS AT HOME		3	75/662031	3/17/1999	2326322	3/7/2000	Registered
	8705	MOTIONS FOR KIDS		3	78/081926	8/30/2001	2571670	5/21/2002	Registered
	9615	MOTIONS.US						4/25/2002	Registered
	10447	SALON HERBALS		3	78/365755	2/10/2004	2934910	3/22/2005	Registered