

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
Apollo Products, Inc.		12/18/2009	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Bevron Labs, Inc.		
Street Address:	2255 N.W. Vivion Road		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64150		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2308253	HAIR OPTICS	
CORRESPONDENCE DATA			
Fax Number:	(913)647-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9136479050		
Email:	tmdocketing.herman@hoveywilliams.com		
Correspondent Name:	Joan Optican Herman		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	25919		
NAME OF SUBMITTER:	Attorney of Record		
Signature:	/JOH/		
Date:	12/23/2009		

CH \$40.00 2308253

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Apollo Products, Inc, a Missouri corporation having a place of business at 2255 N.W. Vivion Road, Kansas City Missouri 64150 (hereinafter referred to as "Assignor"), has adopted and used in its business the trademark noted below (hereinafter referred to as the "Mark"), which is registered in the United States Patent and Trademark Office as noted below:

HAIR OPTICS, Reg. No. 2,308,253, issued January 18, 2000

for the goods and services listed in that registration; and

WHEREAS, Bevron Labs, Inc., a Missouri corporation having a place of business at 2255 N.W. Vivion Road, Kansas City Missouri 64150 (hereinafter referred to as "Assignee"), is desirous of acquiring all interest in and to the Marks and the above-referenced Registration therefor.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee, all rights, title and interest in and to the Mark and the registration thereof, No. 2,308,253, together with the goodwill of the business symbolized by the Mark, and with the right to recover and have damages and profits for past infringement, if any.

Executed this 18th day of December, 2009.

APOLLO PRODUCTS, INC.

John J. Hood, Jr.

By: John J. Hood, Jr.
Title: Treasurer

STATE OF Kansas)
) SS.
COUNTY OF Johnson)

On this 18th day of December, 2009, before me personally appeared John J. Hood, Jr., to me known to be the persons described in and who executed the foregoing instrument.

Myrna R. Jost

Notary Public

My Commission Expires: 12/10/2013

