

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Alberto-Culver Company		11/14/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alberto-Culver International, Inc.		
<b>Street Address:</b>	2525 Armitage Avenue		
<b>City:</b>	Melrose Park		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60160		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78626499	PROFESSIONAL · AFFORDABLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)852-7189		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	703-463-3074		
<b>Email:</b>	janice.housey@latimerip.com		
<b>Correspondent Name:</b>	Janice W. Housey		
<b>Address Line 1:</b>	13873 Park Center Road Suite 106		
<b>Address Line 4:</b>	Herndon, VIRGINIA 20171		
<b>ATTORNEY DOCKET NUMBER:</b>	102-14524		
<b>NAME OF SUBMITTER:</b>	Janice W. Housey		
<b>Signature:</b>	/janice w housey/		
<b>Date:</b>	04/05/2010		

OP \$40.00 78626499

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARKS

WHEREAS, Alberto-Culver Company, 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 International, Inc., a corporation lawfully organized and existing under a corporation 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.

This assignment is effective as of November 14, 2006.

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.

Alberto-Culver Company

(Assignor)

Date: 11/14/06

Gary P. Schmidt  
Name:  
Title:

Alberto-Culver International, Inc.  
(Assignee)

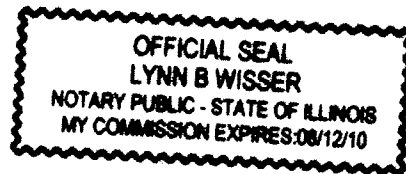
Date: 11/14/06

[Signature]  
Name:  
Title:

State of Illinois )  
) SS:  
County of Cook )

Signed and sworn to before me on \_\_\_\_\_ (date) by Gary P. Schmidt as an officer for Alberto-Culver Company.

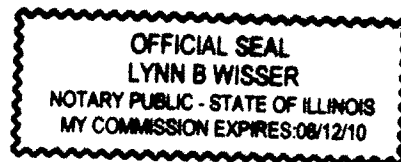
Lynn B. Wisser  
Notary Public Name: Lynn B. Wisser  
My commission expires: 8-12-2010



State of Illinois )  
) SS:  
County of Cook )

Signed and sworn to before me on \_\_\_\_\_ (date) by \_\_\_\_\_ Reed Anders as an officer for Alberto-Culver International, Inc.

Lynn B. Wisser  
Notary Public Name: Lynn B. Wisser  
My commission expires: 8-12-2010



**ASSIGNMENT SCHEDULE**

*EXCERPT*

Report Date: 06/25/2007

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3346	MISC. DESIGN (Mar's Head Design-Consort)	Alberto-Culver Company 73/530885	1364034	Registered	3	Hair care preps namely, hair spray, shampoo, hair conditioner & hair styling mousses; personal deodorants.
333	MOLLY MCBUTTER	Alberto-Culver Company 74/003471	1609989	Registered	30	Seasonings, namely flavored granules for use on food
751	MOLLY MCBUTTER	Alberto-Culver Company 73/758141	1553930	Registered	30	Seasonings, namely butter-flavored granules for use on foods
2222	MOON GLOW	Alberto-Culver Company 72/302266	864441	Registered	4	Dust-absorbing composition for application to dust mops and dust cloths as an aid in cleaning
12173	MRS. DASH	Alberto-Culver Company 78/783881		Pending	30	Salad dressings.
4706	MRS. DASH	Alberto-Culver Company 75/456266	1321064	Registered	30	Food seasoning & spices.
6026	MRS. DASH IS SHAKING UP HEALTHY COOKING	Alberto-Culver Company 75/463695	2256139	Registered	30	Spices and seasoning mix for meat, fish and poultry
9808	NOURISHING OASIS	Alberto-Culver Company 78/201981		Pending	3	Hair care preparations.
3294	ONID	Alberto-Culver Company 72/294124	868475	Registered	5	Personal deodorants
5157	PAPA DASH	Alberto-Culver Company 74/130465	1667777	Registered	30	Food seasoning and spices.
4260	PATROL	Alberto-Culver Company 72/286596	850761	Registered	3, 5	Cologne, shave soaps, shave lotions, personal deodorants; preparations for the hair, comprising hair spray, hair setting gel, hair dressing and conditioner, and daudruff preparations
1290	PERFECTO	Alberto-Culver Company 73/783674	1570561	Registered	3	Hair waving preparations for professional use
849	PLURAL	Alberto-Culver Company 72/302257	869113	Registered	3	Toothpaste
1702	PRETTY LIGHT	Alberto-Culver Company 72/276274	844271	Registered	51, 52	Hair color preparation hair shampoo
1263	PROCLAIM	Alberto-Culver Company 72/287113	850045	Registered	4	Furniture Polish
11536	PROFESSIONAL AF FORDABLE	Alberto-Culver Company 78/626499		Pending		Advertisement for hair care products
9656	PURE OASIS	Alberto-Culver Company 78/164462		Pending	3	Hair care preparations.
9270	PURSONALS	Alberto-Culver Company 78/096468	2728201	Registered	3	Feminine deodorant sprays
3239	RAVEN'S WING	Alberto-Culver Company 286871	864410	Registered	51	HAIR COLORING PREPARATION
5921	REFRACTIVES	Alberto-Culver Company 75/390269	2239793	Registered	3	Hair care preparations.
4619	REVERSION RESISTANT	Alberto-Culver Company 72/255046	833844	Registered	51	Conditioner and hair spray prod ucts
717	RUSSET RADIANCE	Alberto-Culver Company 287112	864416	Registered	51	HAIR COLORING PREPARATION
12472	SALT FREE. FLAVOR FULL	Alberto-Culver Company 77/028175		Pending		Advertising slogan for use with food seasoning and spices.
7648	SHAMELESS BODY	Alberto-Culver Company 78/058340	2714627	Registered	3	Hair care preparations and non-medicated skin care preparations.
6679	SHEER HAIR DRESSING	Alberto-Culver Company 75/776540	2447071	Registered	3	Hair conditioner.
4215	SHIMMY SHINS	Alberto-Culver Company 72/294119	865097	Registered	3	Shaving preparation for women
4030	SHOW OFFS	Alberto-Culver Company 288791	1196107	Registered		ROOM DEODORIZER
5137	SHOW OFFS	Alberto-Culver Company 288668	1196057	Registered		FURNITURE POLISH

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