

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bella Corporation		05/05/2010	CORPORATION: OKLAHOMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bella Beauty, LLC		
<b>Doing Business As:</b>	DBA Bella il Fiore		
<b>Street Address:</b>	1369 East 26 Street		
<b>City:</b>	Tulsa		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	74114		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2839511	BELLA IL FIORE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(918)749-2820		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	888-811-9323		
Email:	nancy@bellabeauty.net		
Correspondent Name:	Nancy Van Doren		
Address Line 1:	1369 East 26 Street		
Address Line 4:	Tulsa, OKLAHOMA 74114		
<b>NAME OF SUBMITTER:</b>	Nancy N Van Doren		
<b>Signature:</b>	/Nancy N Van Doren/		
<b>Date:</b>	05/07/2010		
Total Attachments: 0			

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