

TO: MELANIE T. FRAZIER COMPANY: 450 WEST FOURTH STREET

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

07/30/2010
900168251

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Salon Selectives LLC		06/28/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	1177216 Ontario Ltd.		
Street Address:	2535 Gerrard Street East		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M1N1W9		
Entity Type:	LIMITED LIABILITY COMPANY: CANADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1479238	SALON SELECTIVES	
Registration Number:	1479244	SALON SELECTIVES	
Registration Number:	1523097	SALON SELECTIVES	
Registration Number:	3531607	LIKE YOU JUST STEPPED OUT OF A SALON	
CORRESPONDENCE DATA			
Fax Number:	(248)645-1568		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	248-645-1483		
Email:	IPDocket@h2law.com		
Correspondent Name:	Melanie T. Frazier		
Address Line 1:	450 West Fourth Street		
Address Line 2:	Howard & Howard Attorneys PLLC		
Address Line 4:	Royal Oak, MICHIGAN 48067-2557		
ATTORNEY DOCKET NUMBER:	065576.3.4.5.6		
DOMESTIC REPRESENTATIVE			

CH \$116.00 1479238

TO: MELANIE T. FRAZIER COMPANY: 450 WEST FOURTH STREET

Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	
NAME OF SUBMITTER:	Melanie T. Frazier
Signature:	/MELANIE T. FRAZIER/
Date:	07/30/2010
Total Attachments: 1 source=Assignment#page1.tif	

TO: MELANIE T. FRAZIER COMPANY: 450 WEST FOURTH STREET

CONFIRMATORY ASSIGNMENT
(Effective as of June 18, 2010)

WHEREAS Salon Selectives LLC, a corporation with its principal place of business located at 903 Commerce Drive, Suite 140, Oakbrook, Illinois, 60523 United States of America (hereinafter referred to as the "Assignor") entered into an agreement with 1177216 Ontario Ltd., with its principal place of business 2535 Gerrard Street East, Toronto, Ontario, Canada M1N 1W9 (hereinafter referred to as the "Assignee"), to sell, assign and otherwise transfer all of its right, title and interest in and to certain intellectual property, including but not limited to the United States trademarks SALON SELECTIVES and LIKE YOU JUST STEPPED OUT OF A SALON (collectively, the "Trademarks");

NOW THEREFORE, to all whom it may concern, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, it is hereby agreed as follows:

1. The Assignor hereby confirms that the Assignor has sold, assigned and transferred, and does hereby sell, assign and transfer, and hereby agrees to sell, assign and transfer, to the Assignee and the Assignee's successors and assigns the entire right, title and interest, in perpetuity, in and to the trademarks SALON SELECTIVES and LIKE YOU JUST STEPPED OUT OF A SALON, restricted to the United States, including all goodwill relating to the said trademarks in the United States, together with the following trademark registrations:


<u>Trade Mark</u>	<u>Registration No.</u>
SALON SELECTIVES	1,479,236
SALON SELECTIVES	1,479,244
SALON SELECTIVES	1,523,097
LIKE YOU JUST STEPPED OUT OF A SALON	3,531,607

2. The Assignor hereby agrees to do all such things and to execute such further documents, assurances, applications, assignments or other instruments as may be required to obtain trademark registrations or other forms of registrations or protection which may be available with respect to the Trademarks, and to vest the same in the Assignee, its successors and assigns, without further consideration and from time to time as the Assignee may require.

Executed this 28th day of June, 2010.

SALON SELECTIVES LLC

Per:


Name: Stuart Straub
Title: President