

**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>      |  |                        |                       |
| Name                             | Formerly   | Execution Date         | Entity Type           |
| Hair Do, Inc.                    |  | 03/09/2011             | CORPORATION: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |  |                        |                       |
| Name:                            | Scientific Essentials Inc.   |                        |                       |
| Street Address:                  | 7 Cedarfield Terrace   |                        |                       |
| City:                            | St. James  |                        |                       |
| State/Country:                   | NEW YORK   |                        |                       |
| Postal Code:                     | 11780  |                        |                       |
| Entity Type:                     | CORPORATION: NEW YORK  |                        |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                        |                       |
| Property Type                    | Number   | Word Mark              |                       |
| Serial Number:                   | 85130599   | SIMPLY SCIENTIFIC HAIR |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                        |                       |
| Fax Number:                      | (212)684-3999  |                        |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                        |                       |
| Phone:                           | 2126849300   |                        |                       |
| Email:                           | efiling@grr.com  |                        |                       |
| Correspondent Name:              | Amy B. Goldsmith   |                        |                       |
| Address Line 1:                  | 270 Madison Avenue, 8th Floor  |                        |                       |
| Address Line 4:                  | New York, NEW YORK 10701   |                        |                       |
| ATTORNEY DOCKET NUMBER:          | 8119/002 (ABG:MDR)   |                        |                       |
| NAME OF SUBMITTER:               | Amy B. Goldsmith   |                        |                       |
| Signature:                       | /Amy B. Goldsmith/   |                        |                       |
| Date:                            | 03/10/2011   |                        |                       |

OP \$40.00 85130599

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADE MARK ASSIGNMENT


WHEREAS, Hair Do, Inc., a corporation of the State of New York, with offices at 7 Cedarfield Terrace, St. James NY 11780 (hereinafter referred to as "the ASSIGNOR") owns a certain trademark application for the mark SIMPLY SCIENTIFIC HAIR as listed in Schedule A attached hereto and worldwide rights relating thereto (hereinafter referred to as the "MARK"); and

WHEREAS, Scientific Essentials Inc., a corporation of the State of New York, with offices at 7 Cedarfield Terrace, St. James NY 11780 (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all of the worldwide right, title and interest of ASSIGNOR in, to and under the MARK, and the pending application relating to the MARK, together with the goodwill of the entire business symbolized by the MARK;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire worldwide right, title and interest in and to the MARK, its pending application for the MARK, together with the goodwill of the entire business symbolized by the MARK, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 9 day of March, 2011.

HAIR DO, INC.

By:   
Name: Robert J. Donatello  
Title: Executive V.P.  
Date: 3/9/2011

# SCHEDULE A

SIMPLY SCIENTIFIC HAIR

SERIAL NO: 85/130,599