

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Sexy Hair LLC		07/07/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Sexy Hair Concepts, LLC
<b>Street Address:</b>	21551 Prairie Street
<b>City:</b>	Chatsworth
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91311
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 34**

Property Type	Number	Word Mark
Registration Number:	2634449	AERO TAN
Registration Number:	3539680	BIGSEXYHAIR
Registration Number:	3457615	COLOR ME SEXY
Registration Number:	3877127	CONTROL MANIAC
Registration Number:	3658966	COOL FACTOR
Registration Number:	2530633	CURL POWER
Serial Number:	85004844	DOUBLE DUTY
Registration Number:	1866675	ECOLY
Registration Number:	3873608	FRENZY
Registration Number:	3643072	HARD UP
Registration Number:	3247540	HEALTHY SEXY
Serial Number:	85058244	HEALTHYSEXYHAIR REINVENT
Registration Number:	3303839	HOT ROD
Registration Number:	2553996	HOT SEXY HIGHLIGHTS

**TRADEMARK**

**900197997**

**REEL: 004591 FRAME: 0032**

**OP \$865.00 2634449**

Registration Number:	3036101	LIQUID ART
Serial Number:	85008599	PIECE OUT
Registration Number:	3901605	POWDER PLAY
Registration Number:	3758872	ROCKED OUT
Registration Number:	3643069	ROOT PUMP
Registration Number:	2636664	SEXY SYMBOL
Registration Number:	3927766	SEXY
Registration Number:	3478939	SEXY
Registration Number:	3441169	SEXY BLONDES
Registration Number:	2403396	SEXY HAIR
Registration Number:	3729749	SEXYHAIRORGANICS
Registration Number:	3247541	SHORT SEXY
Registration Number:	3750655	SMOOTH & PROTECT
Registration Number:	3865249	SOY RENEWAL
Registration Number:	3372755	SPRAY & PLAY
Registration Number:	3750645	SPRAY & STAY
Registration Number:	3371913	STRONGSEXYHAIR
Serial Number:	85175294	STRUCTURE IN MOTION
Registration Number:	3120069	TRIBES OF STYLE
Registration Number:	3877126	WHAT A TEASE

**CORRESPONDENCE DATA**

Fax Number: (312)863-7865  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 312-201-3865  
Email: sharon.patterson@goldbergkohn.com  
Correspondent Name: Sharon Patterson, Paralegal  
Address Line 1: c/o Goldberg Kohn Ltd., 55 E. Monroe St.  
Address Line 2: Ste. 3300  
Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	3630.074
NAME OF SUBMITTER:	Sharon Patterson
Signature:	/sharon patterson/
Date:	07/26/2011

Total Attachments: 2  
source=sexy hair amendment#page1.tif

**TRADEMARK**  
**REEL: 004591 FRAME: 0033**



# Delaware

PAGE 1

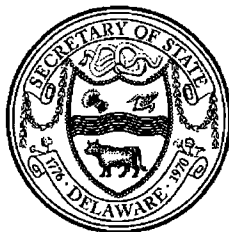
*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SEXY HAIR LLC", CHANGING ITS NAME FROM "SEXY HAIR LLC" TO "SEXY HAIR CONCEPTS, LLC", FILED IN THIS OFFICE ON THE SEVENTH DAY OF JULY, A.D. 2011, AT 12:14 O'CLOCK P.M.

4971503 8100

110798546

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8888855

DATE: 07-08-11

TRADEMARK  
REEL: 004591 FRAME: 0035

STATE of DELAWARE

---

**CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF FORMATION  
OF  
SEXY HAIR LLC**

This Certificate of Amendment of Sexy Hair LLC (the "LLC") is being duly executed and filed by Meagan Cavanaugh, as an authorized person of the LLC, to amend the Certificate of Formation under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, et seq.), as amended from time to time.

- (1) The name of the limited liability company is Sexy Hair LLC.
- (2) The LLC was formed upon the filing of its Certificate of Formation with the Delaware Secretary of State on April 20, 2011.
- (3) The name of the limited liability company is hereby changed to "Sexy Hair Concepts, LLC".

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of Certificate of Formation as of the 7th day of July, 2011.

By: /s/ Meagan Cavanaugh  
Name: Meagan Cavanaugh  
Title: Authorized Person