

Form PTO-1594 (Rev. 03-11)  
 OMB Collection 0661-0027 (exp. 03/31/2012)

08/03/2011  
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U.S. DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office

RECORDATION FORM COVER SHEET <b>TRADEMARKS ONLY</b>	
To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.	
<b>1. Name of conveying party(ies):</b> The Wella Corporation  <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation- State: <u>California</u> <input type="checkbox"/> Other _____  Citizenship (see guidelines) <u>California</u> Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>2. Name and address of receiving party(ies)</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Additional names, addresses, or citizenship attached? Name: <u>Beauty Holding LLC</u> Internal Address: _____ Street Address: <u>3001 Colorado Boulevard</u> City: <u>Denton</u> State: <u>Texas</u> Country: <u>USA</u> Zip: <u>76210</u>  <input type="checkbox"/> Association      Citizenship _____ <input type="checkbox"/> General Partnership      Citizenship _____ <input type="checkbox"/> Limited Partnership      Citizenship _____ <input type="checkbox"/> Corporation      Citizenship _____ <input checked="" type="checkbox"/> Other <u>Limited Liability Company</u> Citizenship <u>Delaware</u> If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)
<b>3. Nature of conveyance / Execution Date(s) :</b> Execution Date(s) <u>July 29, 2011</u>  <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____	<b>4. Application number(s) or registration number(s) and identification or description of the Trademark.</b> A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) <u>868250</u>  Additional sheet(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):</b>  <u>ELAN</u>	
<b>5. Name &amp; address of party to whom correspondence concerning document should be mailed:</b> Name: <u>Peter Reynolds</u> Internal Address: _____  Street Address: <u>3001 Colorado Boulevard</u>  City: <u>Denton</u> State: <u>Texas</u> Zip: <u>76210</u> Phone Number: <u>940797-4637</u> Fax Number: <u>940797-4990</u> Email Address: <u>trademarks@wella-beauty.com</u>	<b>6. Total number of applications and registrations involved:</b> <span style="border: 1px solid black; padding: 2px 10px;">1</span>  <b>7. Total fee (37 CFR 2.6(b)(6) &amp; 3.41)</b> <u>\$40.00</u>  <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed
<b>8. Payment information:</b>  Deposit Account Number <u>504045</u> Authorized User Name <u>Kyoko Mantamayor</u>	
<b>9. Signature:</b> <u>Peter Reynolds</u> <u>08/03/2011</u> Signature      Date Peter Reynolds      Total number of pages including cover sheet, attachments, and document: <input checked="" type="checkbox"/> 7 Name of Person Signing	

Documents to be recorded (including cover sheet) should be filed to (571) 273-0146, or mailed to:  
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1468, Alexandria, VA 22313-1468

EXHIBIT 1

TRADEMARK ASSIGNMENT (U.S.)

WHEREAS, The Wella Corporation, a Californian corporation with its principal place of business at 6109 DeSoto Avenue, Woodland Hills, California 91367, United States of America ("Assignor"), is the owner of certain rights, title and interest in and to the registered trademark ELAN for hairsetting and hair conditioning lotions (U.S. Reg. No. 868,250), and all goodwill associated therewith (collectively, the "Trademark"); and

WHEREAS, Beauty Holding LLC, a Delaware, USA limited liability company with its principal place of business at 3001 Colorado Boulevard, Denton, Texas 76210 ("Assignee"), is desirous of acquiring all of Assignor's rights, title and interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees all its rights, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and its right to take any and all actions in connection with such Trademark, in Assignee's own name and at Assignee's expense.

THE WELLA CORPORATION

BEAUTY HOLDING LLC

Tara M. Rosnell  
Signature

Raai H. Raas  
Signature

Tara M. Rosnell  
Name:

Raai H. Raas  
Name:

Assistant Secretary  
Title:

Sr. V.P. & Secretary  
Title:

July 12, 2011  
Date:

7/29/2011  
Date

