

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	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

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

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	2935449	FRESH CONCEPTS
Registration Number:	3959503	JUST GELLING
Serial Number:	85241627	FRESH CONCEPTS
Serial Number:	85048378	HEALTHYSEXYHAIR REINVENT COLOR CARE
Serial Number:	85075704	HEALTHYSEXYHAIR REINVENT COLOR CARE TOP COAT
Serial Number:	85110972	SEXY HAIR
Serial Number:	77620784	SHORT SEXY HAIR CLEAN SLATE
Serial Number:	77119862	SEXY SKIN
Serial Number:	85127900	SOY TOUCHABLE
Serial Number:	85045263	SPRITZ & STAY
Serial Number:	77620714	STAY PUT
Serial Number:	85183084	TRIBE OF STYLE
Serial Number:	77719656	WILDSEXYHAIR

CH \$340.00 2935449

CORRESPONDENCE DATA

Fax Number: (617)235-9493

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: trademarks@ropesgray.com

Correspondent Name: Matthew E. Black

Address Line 1: 1211 Avenue of the Americas

Address Line 4: New York, NEW YORK 10036-8704

ATTORNEY DOCKET NUMBER:	SGGP-059-001
NAME OF SUBMITTER:	Matthew E. Black
Signature:	/Matthew E Black/
Date:	08/22/2011
Total Attachments: 2 source=Sexy Hair LLC to Sexy Hair Concepts LLC#page1.tif source=Sexy Hair LLC to Sexy Hair Concepts LLC#page2.tif	

Delaware

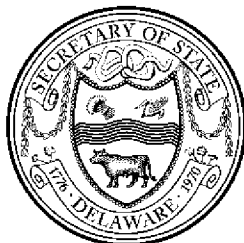
PAGE 1

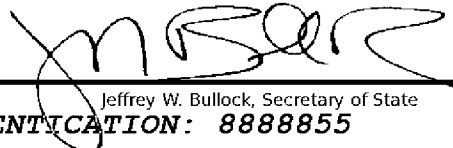
The First State

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




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8888855

DATE: 07-08-11

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 004609 FRAME: 0471

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