

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                           |   |                |                                    |
|---------------------------|---|----------------|------------------------------------|
| SUBMISSION TYPE:          | NEW ASSIGNMENT  |                |                                    |
| NATURE OF CONVEYANCE:     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL  |                |                                    |
| CONVEYING PARTY DATA      |   |                |                                    |
| Name                      | Formerly  | Execution Date | Entity Type                        |
| Kao Germany GmbH          |   | 05/16/2013     | LIMITED LIABILITY COMPANY: GERMANY |
| RECEIVING PARTY DATA      |   |                |                                    |
| Name:                     | Kao Kabushiki Kaisha  |                |                                    |
| Trading As:               | Kao Corporation   |                |                                    |
| Street Address:           | 14-10, Nihonbashi Kayabacho 1-chome   |                |                                    |
| City:                     | Chuo-ku, Tokyo 103-8210   |                |                                    |
| State/Country:            | JAPAN   |                |                                    |
| Entity Type:              | CORPORATION: JAPAN  |                |                                    |
| PROPERTY NUMBERS Total: 2 |   |                |                                    |
| Property Type             | Number  | Word Mark      |                                    |
| Registration Number:      | 2765648   | SALON ALLIANCE |                                    |
| Registration Number:      | 3837066   | SALON ALLIANCE |                                    |
| CORRESPONDENCE DATA       |   |                |                                    |
| Fax Number:               | 2128135901  |                |                                    |
|                           | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                |                                    |
| Phone:                    | 212-813-5900  |                |                                    |
| Email:                    | assignments@fzlz.com  |                |                                    |
| Correspondent Name:       | Susan Upton Douglass  |                |                                    |
| Address Line 1:           | Fross Zelnick Lehrman & Zissu, P.C.   |                |                                    |
| Address Line 2:           | 866 United Nations Plaza  |                |                                    |
| Address Line 4:           | New York, NEW YORK 10017  |                |                                    |
| ATTORNEY DOCKET NUMBER:   | KAO 1305651   |                |                                    |
| DOMESTIC REPRESENTATIVE   |   |                |                                    |

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Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

|  |                      |
|--|----------------------|
| NAME OF SUBMITTER:   | Susan Upton Douglass |
| Signature:   | /joseph gerber/      |
| Date:  | 05/16/2013           |
| Total Attachments: 2<br>source=Signed Assignment to Kao Kabushiki Kaisha (F1227832)#page1.tif<br>source=Signed Assignment to Kao Kabushiki Kaisha (F1227832)#page2.tif |                      |

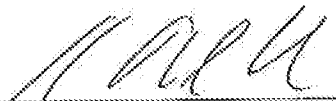
ASSIGNMENT

WHEREAS, Kao Germany GmbH, a limited liability company organized and existing under the laws of Germany, located at Pfungstädter Str. 92-100, 64297 Darmstadt, Germany ("Assignor"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks"); and

WHEREAS, Kao Kabushiki Kaisha also trading as Kao Corporation, a corporation organized and existing under the laws of Japan, located at 14-10, Nihonbashi Kayabacho 1-chome, Chuo-ku, Tokyo 103-8210, Japan ("Assignee"), is desirous of acquiring the Trademarks.

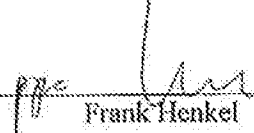
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Kao Germany GmbH

By:   
Karin Overbeck

Title: Managing Director

Date: 16 May 2013

By:   
Frank Henkel

Title: Vice President Legal & Compliance

Date: May 16, 2013

SCHEDULE OF MARKS

| Trademark      | Reg. No. | Reg. Date          | Classes   |
|----------------|----------|--------------------|-----------|
| SALON ALLIANCE | 2765648  | September 16, 2003 | 35 and 41 |
| SALON ALLIANCE | 3837066  | August 24, 2010    | 35 and 41 |

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