

TRADEMARK ASSIGNMENT

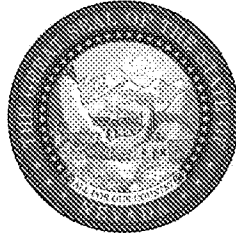
Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beauty Alliance Inc.		11/14/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	SalonCentric Inc.		
Street Address:	575 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3326137	RDA PRO MART PROFESSIONAL BEAUTY SUPPLIE	
CORRESPONDENCE DATA			
Fax Number:	2129845082		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-984-4177		
Email:	lgigliotti@us.loreal.com		
Correspondent Name:	Lisa M. Gigliotti		
Address Line 1:	575 Fifth Avenue, 34th Floor		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Lisa M. Gigliotti		
Signature:	/Lisa M. Gigliotti/		
Date:	10/18/2013		
Total Attachments: 2 source=BEAUTY ALLIANCE INC NV - NAME AMENDMENT#page1.tif source=BEAUTY ALLIANCE INC NV - NAME AMENDMENT#page2.tif			

CH \$40.00 3326137

STATE OF NEVADA

ROSS MILLER
Secretary of State



Commercial Recordings Division
202 N. Carson Street
Carson City, NV 89701-4069
Telephone (775) 684-5708
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SCOTT W. ANDERSON
Deputy Secretary
for Commercial Recordings

OFFICE OF THE
SECRETARY OF STATE

CSC SERVICES OF NEVADA
2215-B RENAISSANCE DR
LAS VEGAS, NV 89119

Job: C20111116-0259
November 16, 2011

Special Handling Instructions:

Email out 11-16-2011 amendment. Ras

Charges

Description	Document Number	Filing Date/Time	Qty	Price	Amount
Amendment	20110812645-50	11/14/2011 5:00:30 PM	1	\$175.00	\$175.00
Total					\$175.00

Payments

Type	Description	Amount
Billed	750088	\$175.00
Total		\$175.00

Credit Balance: \$0.00

Job Contents:

File Stamped Copy(s): 1

CSC SERVICES OF NEVADA
2215-B RENAISSANCE DR
LAS VEGAS, NV 89119



ROSS MILLER
 Secretary of State
 204 North Carson Street, Suite 1
 Carson City, Nevada 89701-4620
 (775) 684-5708
 Website: www.nvsos.gov



090201

Filed in the office of Ross Miller Secretary of State State of Nevada	Document Number 20110812645-50
	Filing Date and Time 11/14/2011 5:00 PM
	Entity Number E0885222007-6

Certificate of Amendment
 (PURSUANT TO NRS 78.385 AND 78.390)

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

Certificate of Amendment to Articles of Incorporation
For Nevada Profit Corporations
 (Pursuant to NRS 78.385 and 78.390 - After Issuance of Stock)

1. Name of corporation:

Beauty Alliance Inc.

2. The articles have been amended as follows: (provide article numbers, if available)

1. Name of Corporation: SalonCentric Inc.

3. The vote by which the stockholders holding shares in the corporation entitling them to exercise a least a majority of the voting power, or such greater proportion of the voting power as may be required in the case of a vote by classes or series, or as may be required by the provisions of the articles of incorporation* have voted in favor of the amendment is:

unanimous

4. Effective date and time of filing: (optional) Date:

Date:

Time:

(must not be later than 90 days after the certificate is filed)

5. Signature: (required)

X

Signature of Officer

*If any proposed amendment would alter or change any preference or any relative or other right given to any class or series of outstanding shares, then the amendment must be approved by the vote, in addition to the affirmative vote otherwise required, of the holders of shares representing a majority of the voting power of each class or series affected by the amendment regardless to limitations or restrictions on the voting power thereof.

IMPORTANT: Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.

This form must be accompanied by appropriate fees.

Nevada Secretary of State Amend Profit-After
 Revised: 8-31-11