

09-21-2000



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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
Effective Date
Month Day Year
08112000
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Mascolo Brothers Limited

08112000

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization United Kingdom

Receiving Party

Mark if additional names of receiving parties attached

Name Toni & Guy (USA) Limited

DBA/AKA/TA _____

Composed of _____

Address (line 1) 2311 Midway Road

Address (line 2) _____

Address (line 3) Carrollton

Texas

75006

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

- Corporation Association

Other _____

Citizenship/State of Incorporation/Organization United Kingdom

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

09/20/2000 MTHA11 00000290 2312391

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FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2312391"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

David W. Carstens

09/01/00

Name of Person Signing

Signature

Date Signed

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignee/Registrant: Toni & Guy (USA) Limited
Registration No.: 2,312,391
Mark: INSTANT GRATIFICATION
International Class: 3
Registration Date: January 25, 2000
Attorney Docket No.: ATIGI.0123

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

DESIGNATION OF DOMESTIC REPRESENTATIVE

David W. Carstens, Esquire, with the Law Firm of Carstens, Yee & Cahoon, L.L.P., whose postal address is P.O. Box 802334, Dallas, Texas, 75380, telephone no. (972) 367-2001 and facsimile no. (972) 367-2002, is hereby designated domestic representative upon whom notice or process in proceedings affecting the mark may be served.

Dated this 30th day of August, 2000.

Respectfully submitted,



Bruno Mascolo
President and Director
Toni & Guy (USA) Limited

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignors: Mascolo Brothers Limited
Registration No.: 2,312,391
Mark: INSTANT GRATIFICATION
International Class: 3
Registration Date: January 25, 2000
Attorney Docket No.: ATIGI.0123

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

TRADEMARK ASSIGNMENT

This Trademark Assignment is made the 11th day of August 2000, by Mascolo Brothers Limited, a United Kingdom corporation, having an address at 10/12 Davies Street, London, England W1Y 1LJ ("Assignors") and Toni & Guy (USA) Limited, a United Kingdom corporation, having an address at 2311 Midway Road, Carrollton, Texas 75006 ("Assignee").

WHEREAS, Assignors have used and are the owner of the trademark "INSTANT GRATIFICATION," together with common law rights therein (hereinafter, the "Trademark"); and

WHEREAS, the Trademark is the subject of U.S. Registration No. 2,312,391; and

WHEREAS, Assignors have agreed to assign to Assignee all rights of Assignors in the Trademark, including all property, right, title and interest in and to the Trademark, and the goodwill associated therewith;

NOW THIS DEED WITNESSETH AS FOLLOWS:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all Assignors' rights in the Trademark, including all property, right, title, and interest in and to the Trademark, and the registrations and applications for registration described herein, the common law rights therein, the goodwill associated with the business in which the Trademark is used, and the right to recover for past infringements thereof; and to collect any royalty thereof; to hold the same unto Assignee absolutely.

IN WITNESS WHEREOF, Assignors have executed this Assignment on the date and year first written above.

By: Bruno Mascolo
Bruno Mascolo

STATE OF TEXAS

BEFORE ME, on this day, personally appeared Bruno Mascolo, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 11 day of August, 2000.

My Commission Expires:

AUG. 20, 2002

Charlene Ryan
Notary Public

