

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
Style Holdings, LLC		12/21/2007	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Hayashi Tecnica, LLC		
Street Address:	9457 S. University Boulevard		
Internal Address:	Suite 301		
City:	Highlands Ranch		
State/Country:	COLORADO		
Postal Code:	80126		
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2083559	SYSTEM HINOKI	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-474-6300		
Email:	asimmons@marshallip.com		
Correspondent Name:	Alisa Simmons of Marshall Gerstein et al		
Address Line 1:	233 South Wacker Drive		
Address Line 2:	6300 Sears Tower		
Address Line 4:	Chicago, ILLINOIS 60606-6357		
ATTORNEY DOCKET NUMBER:	31123/10001 (US)		
NAME OF SUBMITTER:	Alisa C. Simmons		
Signature:	/alisa simmons/		

OP \$40.00 2083559

Date:

12/26/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into by and between Style Holdings, LLC, a limited liability company organized under the laws of the State of Colorado with principal offices at 200 S. Wilcox Street, Suite 501, Castle Rock, Colorado 80104 ("Assignor"), and Hayashi Tecnica, LLC, a limited liability company organized under the laws of the State of Colorado with principal offices at 9457 S. University Blvd., Suite 301, Highlands Ranch, Colorado 80126 ("Assignee");


WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks identified in the Schedule attached hereto and incorporated herein by reference, as well as the goodwill of the business associated with those trademarks and any corresponding U.S. trademark registrations ("Trademarks"); and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademarks in the United States.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, assigns and transfers to Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest, both legal and equitable, in and to the Trademarks in the United States, including the goodwill of the business symbolized thereby. This Assignment includes the right to prosecute applications and maintain registrations for the Trademarks and any rights of Assignor to sue for and retain past, present, and future damages and seek other remedies for past or future infringement of the Trademarks that Assignor may have been able to assert against other parties regarding the foregoing before or after the date of signing below.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Assignment, effective as of the date of signing below.

STYLE HOLDINGS, LLC




James Perry
Manager of Style Management, LLC,
the Sole Manager of Style Holdings, LLC

12/21/07

Date

HAYASHI TECNICA, LLC







Name
PRESIDENT

Title

12/21/07

Date

SCHEDULE

Trademark	Reg No.	Reg. Date	Description of Goods
SYSTEM HINOKI Mark and Logo 	2083559	7-29-1997	Non-medicated hair care preparations.
HAYASHI Mark and Logo 	1418775	11-25-1986	Hair care preparations, namely, shampoos, conditioners, styling formulas, fixatives, mousses, hair sprays, scalp treatments, and permanent wave solutions.
FIT SYSTEM Mark and Logo 	2391613	10-3-2000	Shampoos, hair dyes, hair cleansers
SYSTEM 911 Mark and Logo 	2039667	2-25-1997	Hair care preparations, namely, shampoo, reconstructor/conditioner, hair spray, styling gel and leave-in conditioner/detangler.