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Form PTO-1594
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OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
SALLY BEAUTY HOLDINGS, INC.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance: 33

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: 04/25/2002

2. Name and address of receiving party(ies)
Name: BEAUTY HOLDING COMPANY, INC.

Internal Address: _____
Address: _____
Street Address: 25 CHURCH STREET
City: HAMILTON State: _____ Zip: HM12 Bermuda

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State DELAWARE
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) SEE ATTACHED - SCHEDULE A

TM
B. Trademark Registration No.(s) SEE ATTACHED - SCHEDULE B

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: LAURA J. TURCZAK
Internal Address: ALBERTO-CULVER COMPANY

Street Address: 2525 ARMITAGE AVENUE

City: MELROSE PARK State: IL Zip: 60160

6. Total number of applications and registrations involved: 148

7. Total fee (37 CFR 3.41).....\$ 3,715.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-0446

DO NOT USE THIS SPACE

9. Signature.

LAURA J. TURCZAK
Name of Person Signing

Laura J. Turczak
Signature

08/16/2002
Date

Total number of pages including cover sheet, attachments, and document: 16

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

CERTIFICATE OF TRANSMISSION

I Hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office on August 16, 2002.

08/27/2002 JJALLAH2 00000011 500446 78086127

By: *Laura J. Turczak*

01 FC:481 40.00 CH
02 FC:482 3675.00 CH

SCHEDULE A

MARK	SERIAL NO.	FILING DATE
ABS	78/086127	September 28, 2001
ACE BEAUTY SYSTEMS (Stylized)	78/086119	September 28, 2001
ADAMANT	78/133277	June 5, 2002
AIR HEAD	78/109761	February 19, 2002
AIR WAX	78/078093	August 8, 2001
ANTI FADE BOTANICS	76/078772	June 27, 2000
BADA BING	78/133272	June 5, 2002
BARNUM	75/898061	January 19, 2000
BEACH HEAD	78/087583	October 9, 2001
BEAUTY HAS A PRICE, A LOW ONE.	75/599367	December 2, 1998
BEAUTY SECRETS	78/135731	June 14, 2002
BEYOND THE ZONE	75/765735	August 2, 1999
BEYOND THE ZONE	78/119319	April 3, 2002
BOGGLE	78/133173	June 4, 2002
BORED STRAIGHT	78/085872	September 27, 2001
BRAIDSPLITZ	78/119839	April 5, 2002
BSG	78/086109	September 28, 2001
BUBBLE HEAD	76/260628	May 21, 2001
CLEAR VISION	78/076134	July 27, 2001
COLOR BOMBZ	78/093543	November 15, 2001
COLOR DEFENSE	78/150705	August 5, 2002
COLOR JAMZ	78/093546	November 15, 2001
CRANKED UP	78/076136	July 27, 2001
CREAM IT	78/135737	June 14, 2002
DEPT. OF CORRECTIONS	78/119911	April 5, 2002
END GAME	78/133282	June 5, 2002
EYE KISSES	78/061970	May 4, 2001
FACE SECRETS	78/135725	June 14, 2002
FADE FREE	75/765736	August 2, 1999

MARK	SERIAL NO.	FILING DATE
FLASHER	78/133284	June 5, 2002
FUNG END	78/112175	March 2, 2002
FUNKY GUNK	76/209371	February 13, 2001
GELIGNITE	78/135736	June 14, 2002
GET CREAMED	78/133279	June 5, 2002
GRIPPER	78/135773	June 14, 2002
GUMMY	78/135772	June 14, 2002
GUNKHEAD	76/055115	May 24, 2002
ICE PRINCESS	78/135734	June 14, 2002
ION	78/090769	October 30, 2001
ION	78/093361	November 14, 2001
ION	78/112172	March 2, 2002
KAMIKAZE	78/133172	June 4, 2002
KISSING GLOSS	75/664910	March 22, 1999
LAST CALL	78/089193	October 19, 2001
MAD MUD	78/096454	December 4, 2001
MILK IT	78/119785	April 5, 2002
NAIL INSURANCE	78/066679	May 31, 2001
NAIL INSURANCE	78/085875	September 27, 2001
NASTY GIRL	76/226937	March 14, 2001
NOODLE HEAD	78/089194	October 19, 2001
NUDE BRONZE	78/119914	April 5, 2002
PARTY ON	78/119840	April 5, 2002
PREP B-4	76/168894	November 21, 2000
PROCLAIM	78/091302	November 1, 2001
PROTEIN COCKTAIL	78/133286	June 5, 2002
PUMP UP THE VOLUME	78/146517	July 23, 2002
QUICK WHITE	76/226940	March 14, 2001
RASPBERRY KAMIKAZE	78/133288	June 5, 2002
ROCK ON	76/209368	February 13, 2001
SALLY	78/089192	October 19, 2001
SALLY BEAUTY SUPPLY	78/135732	June 14, 2002
SALLY GIRL	78/135726	June 14, 2002

MARK	SERIAL NO.	FILING DATE
SALON CARE	78/135730	June 14, 2002
SAVAGE BRONZE	78/101433	January 8, 2002
SECRETS OF THE BATH	78/146439	July 23, 2002
SHAKE IT UP SHINER	78/086110	September 28, 2001
SKIN SAVVY	75/544512	August 28, 1998
SNAZZY	78/139288	June 27, 2002
SPIKE IT	78/076927	August 1, 2001
STICK SHIFT	76/007552	March 24, 2000
STIFF ENUFF	78/109768	February 19, 2002
STIFF N UP	78/109764	February 19, 2002
SUGAR RUSH	78/119836	April 5, 2002
SURF WAX	78/096456	December 4, 2001
SWAGGER	78/133276	June 5, 2002
TORNADO	78/119770	April 5, 2002
TRIPPED UP	78/119777	April 5, 2002
UNSTOPPABLE	78/119782	April 5, 2002
VICTORY	75/899310	January 19, 2000
ZONER	78/114858	March 14, 2002
ZONER	78/122912	April 19, 2002

SCHEDULE B

MARK	REG. NO.	REG. DATE
ACTIVOLUM BOTANICS	2367883	July 18, 2000
BEAUTIQUE	1265483	January 31, 1984
BEAUTIQUE	2114289	November 18, 1997
BEAUTY BIZ	1516015	December 6, 1988
BEAUTY SECRETS	1884486	March 21, 1995
BEST TRESSED	2249895	June 1, 1999
BEYOND BELIEF	1403695	August 5, 1986
BEYOND BELIEF	2188506	September 8, 1998
BEYOND BELIEF	2265665	July 27, 1999
BEYOND UTOPIA SOLAR ZONE and Design	2136904	February 17, 1998
BIO FORMULA	1267543	February 21, 1984
BIOLINK	2531921	February 22, 2002
BRENTWOOD SALON CARE	1394598	May 27, 1986
BUENO. BONITO. BAROTO.	2372208	August 1, 2000
DAMAGE FREE	2436005	March 13, 2001
EFFECTIVE CARE	2228458	March 2, 1999
F.H. LOEFFLER	2436611	March 20, 2001
FEELS LIKE NEW	2518690	December 11, 2001
FIXE BOTANICS	2365938	July 11, 2000
FOR PERMS ONLY (Stylized)	1678208	March 10, 1992
GRABBER	2472404	July 24, 2001
HAIR SCULPTOR	1194950	May 11, 1982
HYDRA BOTANICS	2365937	July 11, 2000
ION	1320267	February 19, 1985
JUST BEAUTIFUL	2087796	August 12, 1997
LIP SAVVY	2418063	January 2, 2001
MEDILIP	2359609	June 20, 2000
MILO MILO and Design	1258927	November 22, 1983

MARK	REG. NO.	REG. DATE
NAIL INSURANCE	1452787	August 18, 1987
NAIL SAVVY	1987577	July 16, 1996
NATURAL BALANCE	1285723	July 17, 1984
NATURAL BALANCE	0806155	March 22, 1966
NATURAL BALANCE	0802481	January 18, 1966
NATURAL BALANCE	2191476	September 22, 1998
NATURAL BALANCE	2127478	January 6, 1998
NATURAL SEVEN OIL	2314580	February 1, 2000
NET EFFECT	1769609	May 11, 1993
NEW IMAGE	0833800	August 15, 1967
NEW IMAGE	1873062	January 10, 1995
NEW IMAGE	0799630	November 30, 1965
NEW IMAGE	0799629	November 30, 1965
NEW IMAGE	0831974	July 11, 1967
PHYTO SYSTEME	2333530	March 21, 2000
POMME DU JOUR and Design	1281999	June 19, 1984
PRO CARE	2064829	May 27, 1997
PRO CARE	1152062	April 28, 1981
PROCLAIM	2404574	November 14, 2000
PUCKER UPS	2418929	January 9, 2001
QUICKSHIP	2085677	August 5, 1997
QUICKSHIP	2029967	January 14, 1997
READYSHIP	2287568	October 19, 1999
SALLY	1763527	April 6, 1993
SALLY	2316754	February 8, 2000
SALLY BEAUTY and Awning Design (Black and White)	2582384	June 18, 2002
SALLYCARES	2535551	February 5, 2002
SALLYFORTH	2256660	June 29, 1999
SALON CARE	2083563	July 29, 1997
SALON CARE	2540686	February 19, 2002
SALON CARE	2301571	December 21, 1999

MARK	REG. NO.	REG. DATE
SCENTS OF WELLNESS	2478296	August 14, 2001
SHEENIQUE	2335493	March 28, 2000
SIMPLY SMART SIMPLY SALLY	2366093	July 11, 2000
SPLIT DECISION	2560396	April 9, 2002
STRICTLY PROFESSIONAL	2166212	June 16, 1998
TERRIFIC TIPS	2013919	November 5, 1996
WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.	2425130	January 30, 2001
WILDEST DREAMS	2322182	February 22, 2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Applications and Registrations of:

Beauty Holding Company, Inc.

Mark: (See attached List)

Reg. No.:

Reg. Date:


Class:

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Patricia M. DeSimone, whose postal address is Alberto-Culver Company, 2525 Armitage Avenue, Melrose Park, IL 60160-1163, United States of America, is hereby designated as Applicant's/Registrant's representative upon whom notices or process in proceedings affecting the attached marks may be served.

Signed this 13 day of August, 2002.

BEAUTY HOLDING COMPANY, INC.

By: 
Lisa J. Marshall
President

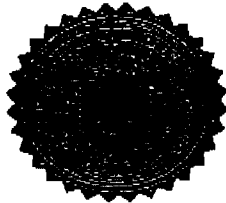
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, 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 "SALLY BEAUTY HOLDINGS, INC.", CHANGING ITS NAME FROM "SALLY BEAUTY HOLDINGS, INC." TO "BEAUTY HOLDING COMPANY, INC.", FILED IN THIS OFFICE ON THE NINTH DAY OF MAY, A.D. 2002, AT 2 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor
Harriet Smith Windsor, Secretary of State

2563339 8100

AUTHENTICATION: 1769586

020297688

DATE: 05-09-02

TRADEMARK
REEL: 002536 FRAME: 0060

MAY-09-2002 11:35

CT SYSTEM

STATE OF DELAWARE .02
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 02:00 PM 05/09/2002
020297688 - 2563339

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
SALLY BEAUTY HOLDINGS, INC.**

Sally Beauty Holdings, Inc., a corporation duly organized and existing under the General Corporation Law of the State of Delaware (the "Corporation"), does hereby certify that:

- I. The amendment to the Corporation's Certificate of Incorporation set forth below was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware and has been consented to in writing by the sole shareholder in accordance with Section 228 of the General Corporation Law of the State of Delaware.
- II. Article I of the Corporation's Certificate of Incorporation is amended to read in its entirety as follows:
 - "1. The name of the Corporation (hereinafter called the "Corporation") is:

BEAUTY HOLDING COMPANY, INC."

IN WITNESS WHEREOF, Sally Beauty Holdings, Inc. has caused this Certificate to be executed by Lisa Marshall, its authorized officer, on this 25th day of April, 2002.



Lisa Marshall
President

TOTAL P.02