



To the Honorable Commissioner of Patents and Trademarks

Attached original documents or copy hereof.

1. Name of conveying party(ies):

JOHN FRIEDA PROFESSIONAL HAIR CARE, INC.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other \_\_\_\_\_

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

102236416  
SEP 13 2002

2. Name and address of receiving party(ies):

Name: KAO KABUSHIKI KAISHA, also trading as Kao Corporation

Address: 14-10, Nihonbashi Kayabacho Chuo-ku, Tokyo 103-8210, Japan

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Japan
- 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) & addresses attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: September 5, 2002

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
76/291,304 AND OTHERS

B. Trademark Registration No.(s).  
1,665,392 AND OTHERS

Additional Numbers attached?  Yes  No

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

Name: Susan Upton Douglass

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....58

7. Total fee (37 CFR 3.41) ..... \$ 1,465.00

- Enclosed
  - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

(Attach duplicate copy of this page if paying by deposit account)

9/30/2002 AMMED1 0000025 76291304  
01 FC:481 40.00 DP  
02 FC:482 1425.00 DP

DO NOT USE THIS SPACE

9. 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.

Susan Upton Douglass  
Name of Person Signing

[Signature] Sept. 11, 2002  
Signature Date

Total number of pages comprising cover sheet: \_\_\_\_\_

**Schedule of Trademarks**  
John Frieda Professional Hair Care, Inc.

Owner	Trademark	Country	Application No.	Registration No.	Registration Date	Classes	Status
John Frieda Professional Hair Care, Inc.	<b>BEACH BALMSHELL</b>	United States of America	76/291,304			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEACH BLONDE (child)</b>	United States of America	75/981,447			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEACH BLONDE (parent)</b>	United States of America	75/739,255			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEACH BLONDE GOLD RUSH</b>	United States of America	76/166,079			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEACH BLONDE SALT WATER TAFFY</b>	United States of America	76/394,137			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEACH BLONDE SUN-SET GLAZE</b>	United States of America	76/143,638			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEHIND THE HAIR</b>	United States of America	76/249,071			3	Pending
John Frieda Professional Hair Care, Inc.	<b>BEST SHOT</b>	United States of America	76/369,199			3	Pending
John Frieda Professional Hair Care, Inc.	<b>GOLDEN OPPORTUNITY</b>	United States of America	75/513,089	2291598	Nov 9 1999	3	Registered

---

John Frieda Professional Hair Care, Inc.	<b>BLONDE AMBITION</b>	United States of America	75/436,237 2258121	Jun 29 1999	3	Registered
--	----------------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>BRAND NEW BLONDE</b>	United States of America	76/271,471		3	Pending
--	-----------------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>COOL DIP</b>	United States of America	76/291,305		3	Pending
--	-----------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>COOL MOVES</b>	United States of America	76/364,715		3	Pending
--	-------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>FRIZZ EASE MIRROR IMAGE and Design</b>	United States of America	76/140,918		3	Pending
--	---	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>FRIZZ-EASE RELAX</b>	United States of America	76/270,785		3	Pending
--	-----------------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>FRIZZ-EAZE</b>	United States of America	74/035,902 1665392	Nov 19 1991	3	Registered
--	-------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>FULL BLOWN</b>	United States of America	76/369,198		3	Pending
--	-------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>GOLDEN OPPORTUNITY</b>	United States of America	75/513,089 2291598	Nov 9 1999	3	Registered
--	-------------------------------	--------------------------------	--------------------	---------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>HIDE &amp; STREAK</b>	United States of America	76/303,861		3	Pending
John Frieda Professional Hair Care, Inc.	<b>IRON POWER</b>	United States of America	76/270,779		3	Pending
John Frieda Professional Hair Care, Inc.	<b>JOHN FRIEDA</b>	United States of America	74/050,295 1692299	Jun 9 1992	3	Registered
John Frieda Professional Hair Care, Inc.	<b>JOHN FRIEDA</b>	United States of America	76/144,099		9,11,21	Pending
John Frieda Professional Hair Care, Inc.	<b>JOHN FRIEDA</b>	United States of America	78148053		42	Pending
John Frieda Professional Hair Care, Inc.	<b>KELP HELP</b>	United States of America	76/310,286		3	Pending
John Frieda Professional Hair Care, Inc.	<b>LEMON LIGHTS</b>	United States of America	76/130,942 2530790	Jan 15 2002	3	Registered
John Frieda Professional Hair Care, Inc.	<b>LIFE PRESERVER</b>	United States of America	76/310,287		3	Pending
John Frieda Professional Hair Care, Inc.	<b>MIRACLE MEND</b>	United States of America	75/298,950 2190002	Sep 15 1998	3	Registered

---

John Frieda Professional Hair Care, Inc.	<b>MIRACULOUS RECOVERY</b>	United States of America	75/123,921 2098370	Sep 16 1997	3	Registered
--	--------------------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>MODELING SPRAY</b>	United States of America	75/152,401 2113073	Nov 11 1997	3	Registered
--	---------------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>OCEAN WAVES</b>	United States of America	76/130,940 2533045	Jan 22 2002	3	Registered
--	------------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>PRESS AGENT</b>	United States of America	76/270,783		3	Pending
--	--------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>PRO- SCRIPTION</b>	United States of America	74/678,564 2124130	Dec 23 1997	3	Registered
--	---------------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>QUICK COIF</b>	United States of America	75/152,402 2113074	Nov 11 1997	3	Registered
--	-------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>READY TO WEAR</b>	United States of America	75/116,825 2137878	Feb 17 1998	3	Registered
--	--------------------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>RIPPLE EFFECT</b>	United States of America	76/270,784		3	Pending
--	--------------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>ROCK STEADY</b>	United States of America	76/351,947		3	Pending
--	------------------------	--------------------------------	------------	--	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>ROCK'N ROLLERS</b>	United States of America	76/090,329		9,11	Pending
John Frieda Professional Hair Care, Inc.	<b>ROOM SERVICE HAIR</b>	United States of America	76/284,016		3	Pending
John Frieda Professional Hair Care, Inc.	<b>SECRET WEAPON</b>	United States of America	75/350,017 2242057	Apr 27 1999	3	Registered
John Frieda Professional Hair Care, Inc.	<b>SEXKITTEN</b>	United States of America	76/394,730		3	Pending
John Frieda Professional Hair Care, Inc.	<b>SHEER BLONDE</b>	United States of America	75/448,786 2307910	Jan 11 2000	3	Registered
John Frieda Professional Hair Care, Inc.	<b>SHIMMER SERUM</b>	United States of America	75/834,822 2488966	Sep 11 2001	3	Registered
John Frieda Professional Hair Care, Inc.	<b>SHINESHOCK</b>	United States of America	76/018,699 2480947	Aug 21 2001	3	Registered
John Frieda Professional Hair Care, Inc.	<b>SMOOTH SAILING</b>	United States of America	76/334,356		3	Pending
John Frieda Professional Hair Care, Inc.	<b>SMOOTH SEAS</b>	United States of America	78/148,069		3	Pending

---

John Frieda Professional Hair Care, Inc.	<b>SPUN GOLD</b>	United States of America	76/415,826	3	Pending
--	------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>START ME UP</b>	United States of America	76/369,275	3	Pending
--	--------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>STRAIGHT FORWARD</b>	United States of America	76/270,782	3	Pending
--	-----------------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>STRANDED</b>	United States of America	76/243,666	3	Pending
--	-----------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>SUN STREAKS</b>	United States of America	76/109,810	3	Pending
--	--------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>TOTAL CLARITY</b>	United States of America	76/270,781	3	Pending
--	--------------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>UNCENSORED</b>	United States of America	76/258,857	3	Pending
--	-------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>UP RISING</b>	United States of America	76/423,614	3	Pending
--	------------------	--------------------------------	------------	---	---------

---

John Frieda Professional Hair Care, Inc.	<b>UPBEAT</b>	United States of America	75/817,453 2483476	Aug 28 2001	3	Registered
--	---------------	--------------------------------	--------------------	----------------	---	------------

---

John Frieda Professional Hair Care, Inc.	<b>VITAL STRENGTH</b>	United States of America	76/270,780		3	Pending
John Frieda Professional Hair Care, Inc.	<b>WEAR + TEAR REPAIR</b>	United States of America	75/152,404 2113075	Nov 11 1997	3	Registered
John Frieda Professional Hair Care, Inc.	<b>WIND DOWN</b>	United States of America	75/821,206		3	Pending
John Frieda Professional Hair Care, Inc.	<b>WRECK 'N ROLL</b>	United States of America	76/370,726		3	Pending
John Frieda Professional Hair Care, Inc.	<b>WRECK 'N ROLL REBEL GEL</b>	United States of America	76/396,305		3	Pending

TM Administrator - PB

IPPO WebTMS: printed Aug 8 2002 2:45:49 PM



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 76/291,304  
Mark: BEACH BALMSHELL  
Filing Date: July 26, 2001  
Class: 3

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

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

Sir:

KAO KABUSHIKI KAISHA (also trading as Kao Corporation), a corporation organized and existing under the laws of Japan, 14-10, Nihonbashi Kayabacho, 1-chome, Chuo-ku, Tokyo 103-8210, Japan, the owner of the above application, hereby appoints the law firm of Fross Zelnick Lehrman & Zissu, P.C. of 866 United Nations Plaza, New York, New York 10017 (Tel: 212-813-5900), its attorneys and representatives upon whom notices or process in proceedings affecting the above-identified mark may be served.

**KAO KABUSHIKI KAISHA (also trading as  
Kao Corporation)**

By: 

Name: David B. Brown

Title: Authorized Signatory

Date of Signature: September 5, 2002

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, JOHN FRIEDA PROFESSIONAL HAIR CARE, INC., a corporation organized and existing under the laws of the State of Delaware, located at 57 Danbury Road, Wilton, Connecticut 06897 ("**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 applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

JOHN FRIEDA PROFESSIONAL HAIR CARE, INC.

By:  \_\_\_\_\_

Name: James Federici

Title: Authorized Signatory

Date of Signature: September 3, 2002