

Re: 6/24/09

TRADEMARK ASSIGNMENT

07-23-2009



103568281

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Toni & Guy (USA) Limited		06/12/2009	COMPANY: <i>Organized</i>

RECEIVING PARTY DATA *Under the laws of England & Wales*

Name:	UNILEVER PLC
Composed Of:	COMPOSED OF company organized under the laws of England and Wales
Street Address:	Port Sunlight, Wirral
City:	Merseyside
State/Country:	UNITED KINGDOM
Postal Code:	CH62 4UJ
Entity Type:	COMPANY: <i>organized under the laws of England & Wales</i>

PROPERTY NUMBERS Total: 130

Property Type	Number	Word Mark
Serial Number:	78765408	A MOISTURELICIOUS BODY TREAT!
Serial Number:	76483884	ADULT GLITTER
Serial Number:	75907129	AFTER-PARTY
Serial Number:	76367677	BED HEAD
Serial Number:	75394315	BED HEAD
Serial Number:	76083918	BED HEAD
Serial Number:	76384659	BED HEAD
Serial Number:	76036859	BED HEAD
Serial Number:	75593993	BED HEAD
Serial Number:	75739147	BED HEAD
Serial Number:	75822517	BED HEAD
Serial Number:	75822518	BED HEAD
Serial Number:	78687008	BED HEAD MAXXED-OUT

CH \$3265.00 78765408

Serial Number:	78739704	BED HEAD THIRSTY
Serial Number:	78793989	BIG & BIGGER
Serial Number:	76422371	BIG FAT FUN
Serial Number:	76450687	BLAH BLAH BLAH
Serial Number:	78423703	BODY BY BED HEAD
Serial Number:	78836031	BODY BY BED HEAD TIGI CREAMY DREAMY ORANGE
Serial Number:	78836076	BODY BY BED HEAD TIGI VERY BERRY
Serial Number:	76450179	BOY TOYS
Serial Number:	75934896	BOY TOYS
Serial Number:	78979554	BRUNETTE GODDESS
Serial Number:	76220604	CAT FIGHT
Serial Number:	75483859	CATWALK
Serial Number:	76491160	CATWALK
Serial Number:	76404671	CATWALK ROOT BOOST
Serial Number:	78367676	CHIC SHINE
Serial Number:	76396572	CHOCOLATE HEAD
Serial Number:	78381842	COCKY
Serial Number:	78387265	COCKY BED HEAD
Serial Number:	75483861	CONTROL FREAK
Serial Number:	75666372	CONTROL FREAK
Serial Number:	75739141	CREATIVE GENIUS
Serial Number:	76403938	CURLS ROCK
Serial Number:	75758563	CYBEROPTICS
Serial Number:	75788647	DOMINATRIX POWDER
Serial Number:	78505108	DREAM DROPS
Serial Number:	75920808	DUMB BLONDE
Serial Number:	76498411	DUMB BLONDE
Serial Number:	75931199	EGO BOOST
Serial Number:	74351752	ENVIRO-FIXX
Serial Number:	74560219	ENVIROSHAPE
Serial Number:	76386045	FASHIONISTA
Serial Number:	75822646	FAST FIXX
Serial Number:	75691046	FAT FREE
Serial Number:	75546514	FEELS SO GOOD
Serial Number:	78798109	FLAT IRON SHINE SPRAY

Serial Number:	76386046	FRISKY
Serial Number:	75633841	GET READY
Serial Number:	76450180	GIRL TOYS
Serial Number:	75934895	GIRL TOYS
Serial Number:	76428938	GIRLS JUST WANT IT
Serial Number:	76461694	GLAMMA
Serial Number:	76481395	GLOSS JUNKIE
Serial Number:	77010997	HARD HEAD
Serial Number:	76422373	HARD TO GET
Serial Number:	76370363	HEAD SHRINK
Serial Number:	75919017	HEADBANGER
Serial Number:	76027630	HEADRUSH
Serial Number:	78529156	HEADSHOT
Serial Number:	76374573	HEALTH GODDESS
Serial Number:	78392618	HOW TO GET THE LOOK
Serial Number:	78523619	IN CROWD
Serial Number:	78765437	IT'S NOT HEAVEN, IT'S YOUR BODY!
Serial Number:	75338477	JOYSTICKS
Serial Number:	75771326	MAKE-OUT
Serial Number:	76211209	MAKE-UP OF THE FUTURE
Serial Number:	75588170	MANIPULATOR
Serial Number:	76491161	MANIPULATOR
Serial Number:	76220603	MASTERMIND
Serial Number:	78367651	MASTERPIECE
Serial Number:	75493535	MOISTURE MANIAC
Serial Number:	75822628	MOISTURE MANIAC
Serial Number:	76211211	MUSIC FOR YOUR SKIN
Serial Number:	78765520	OATMEAL COOKIE
Serial Number:	78765538	PAPAYARAZZI
Serial Number:	75771327	PLAYER
Serial Number:	76184674	POWER TOOLS
Serial Number:	75483860	POWER TRIP
Serial Number:	75822645	POWER TRIP
Serial Number:	76542338	POWERFUL * BEAUTIFUL * EXCELLENT
Serial Number:	76404672	ROOT BOOST

TRADEMARK

REEL: 004030 FRAME: 0381

Serial Number:	78786657	S FACTOR
Serial Number:	78490540	S FACTOR
Serial Number:	75722189	SELF ABSORBED
Serial Number:	78505473	SERIOUSLY STRAIGHT
Serial Number:	75546516	SEX WAND
Serial Number:	76027629	SEXED-UP
Serial Number:	75722143	SHINE JUNKIE
Serial Number:	76498412	SHINE JUNKIE
Serial Number:	76368103	SMALL TALK
Serial Number:	77446093	SPOIL ME
Serial Number:	78381975	SPOIL ME
Serial Number:	76055323	SPOT PATROL
Serial Number:	76184672	STAIRWAY TO HEAVEN
Serial Number:	78793949	STRAWBERRY LEMONADE
Serial Number:	76036860	SUPER STAR
Serial Number:	77446100	SUPERSTAR
Serial Number:	78382257	SUPERFICIAL
Serial Number:	75618325	TAKE IT EASY
Serial Number:	76555579	TIGI
Serial Number:	78764492	TIGI
Serial Number:	76555580	TIGI
Serial Number:	76555581	TIGI
Serial Number:	74219482	TIGI
Serial Number:	73666665	TIGI
Serial Number:	75192539	TIGI HAIRCARE
Serial Number:	73722125	TIGI LINEA
Serial Number:	73721011	TIGI LINEA
Serial Number:	74219483	TIGI LINEA
Serial Number:	78786745	TIGI S FACTOR
Serial Number:	78786689	TIGI S FACTOR
Serial Number:	78765081	TIGI S FACTOR
Serial Number:	75447430	TIGI SKINCARE
Serial Number:	75739143	TIGIHAIRCARE.COM
Serial Number:	75739139	TIGIHAIRCARE.COM
Serial Number:	75739275	TIGIHAIRCARE.COM

TRADEMARK

REEL: 004030 FRAME: 0382

Serial Number:	75739145	TIGIHAIRCARE.COM
Serial Number:	75739149	TIGIHAIRCARE.COM
Serial Number:	75637207	TREAT ME RIGHT
Serial Number:	76243871	TREAT ME RIGHT
Serial Number:	75546511	TURN BACK TIME
Serial Number:	75488240	UNLEASHED
Serial Number:	75666373	UNLEASHED MUSIC FOR YOUR SKIN
Serial Number:	75739140	UPTIGHT
Serial Number:	75907134	USER
Serial Number:	75771328	WIGGED OUT
Serial Number:	75546513	WONDERFUL TONIGHT
Serial Number:	78979555	TIGI BRUNETTE GODDESS

CORRESPONDENCE DATA

Fax Number: (212)310-1659
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-626-4557
Email: nyctrademarks@bakernet.com
Correspondent Name: Lisa W. Rosaya
Address Line 1: 1114 Avenue of the Americas
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 39193324.000975

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER: Lisa W. Rosaya

Signature: /lwr/

Date: 06/24/2009

Total Attachments: 23

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TRADEMARK

REEL: 004030 FRAME: 0384

DATED 12 June 2009

(1) TONI & GUY (USA) LIMITED

and

(2) UNILEVER PLC

TRADE MARK ASSIGNMENT

Baker & McKenzie LLP

London
Ref: 3042867

TRADEMARK
REEL: 004030 FRAME: 0385

USA TRADE MARK ASSIGNMENT

DATE: 12/06/09

BETWEEN:

(1) TONI & GUY (USA) LIMITED, a company incorporated under the laws of England and Wales, with registration number 03231412, whose registered office is at Tigi House, Bentinck Road, West Drayton, Middlesex UB7 7RQ ("Assignor");

AND

(2) UNILEVER PLC, a company incorporated under the laws of England and Wales, with registration number 00041424, whose registered office is at Port Sunlight, Wirral, Merseyside CH62 4UJ, United Kingdom, ("Assignee").

RECITALS:

- (A) The Assignor is the owner of the registered trade marks and applications therefor, the particulars of which are set out in the Schedule to this Assignment (the "Trade Marks").
(B) The Assignor has agreed to assign all its right, title and interest in and to the Trade Marks to the Assignee.

IT IS AGREED as follows:

1. ASSIGNMENT

In consideration of the sum of \$1 (one dollar) inclusive of any applicable taxes, paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged by the Assignor) the Assignor does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to the Trade Marks, together with the whole of the good will of the business associated therewith, to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trade Marks pertain, which business is ongoing and existing.

2. FURTHER ASSURANCE

From and after the date hereof, the Assignor shall, upon request and at the expense of the Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by the Assignee to transfer, convey and assign to the Assignee possession and use of the Trade Marks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

3. GOVERNING LAW

This Assignment and the relationship between the parties shall be governed by, and interpreted in accordance with English law and the parties hereto submit to the exclusive jurisdiction of the English courts for the purpose of enforcing any claim arising under or in relation to this Assignment.

EXECUTED by the parties on the date set out on the first page of this document.

Signed for and on behalf of TONI & GUY (USA) LIMITED:

Signature: [Signature]
Name: Salio De Sousa
Title: Attorney-in-Fact
Date: 12.10.09

Signed for and on behalf of UNILEVER PLC:

Signature: [Signature]
Name: Salio De Sousa
Title: Attorney-in-Fact
Date: 12.10.09

TRADE MARK SCHEDULE

Country	Trademark	TM Logo	Classes	Application No	Registration No	Status	Next Renewal Due	Registered Proprietor
United States of America	A MOISTURELICIOUS BODY TREAT!	A MOISTURELICIOUS BODY TREAT!	3	78765408	3162512	Registered	24 Oct 2016	TONI & GUY (USA) LIMITED
Classes	<i>Goods/Services</i>							
3	body lotion, body spray, body wash, body gel, body butter, body mousse, body fragrance, body scrub, skin moisturizing mist, hair shampoo, hair conditioner, hair spray, and pomade							
United States of America	ADULT GLITTER		3	76483884	2887926	Registered	21 Sep 2014	TONI & GUY (USA) LIMITED
Classes	<i>Goods/Services</i>							
3	Class 3 - Hair Care Preparations, Cosmetics, and Non-Medicated Skin Care Preparations							
United States of America	AFTER-PARTY		3	75907129	2660079	Registered	10 Dec 2012	TONI & GUY (USA) LIMITED
Classes	<i>Goods/Services</i>							
3	Class 3 - Hair Care Preparations							
United States of America	BED HEAD		16	76367677	2867289	Registered	27 Jul 2014	TONI & GUY (USA) LIMITED
Classes	<i>Goods/Services</i>							
16	Printed materials, namely, books, magazines, newspapers, newsletters, pamphlets, brochures, guides, manuals, picture books, and posters in the field of health and beauty; printed instructional, educational and teaching materials in the field of health and beauty; and paper and plastic bags for merchandise packaging							
United States of America	BED HEAD		3	75394315	2259985	Registered	6 Jul 2009	TONI & GUY (USA) LIMITED
Classes	<i>Goods/Services</i>							
3	HAIR CARE PRODUCTS, NAMELY A HARD GLAZED POMADE STICK							
United States of America	BED HEAD		35	76083918	2750821	Registered	12 Aug 2013	TONI & GUY (USA) LIMITED
Classes	<i>Goods/Services</i>							
35	Class 3 - Hair Care Products namely, a hard glazed Pomade Stick							

United States of America
BED HEAD 25 76384659 3060603 Registered 21 Feb 2016 TONI & GUY (USA) LIMITE
Classes *Goods/Services*
 25 Apparel, namely t-shirts, tank tops, halter tops, caps, sweat pants, and jackets

United States of America
BED HEAD 42 76036859 2753535 Registered 19 Aug 2013 TONI & GUY (USA) LIMITE
Classes *Goods/Services*
 42 Class 3 -Cosmetics, namely, facial makeup, foundation makeup, eye makeup, eye cream, eye shadow, makeup remover, lipstick, lip gloss and lip liner

United States of America
BED HEAD 3 75593993 2655252 Registered 3 Dec 2012 TONI & GUY (USA) LIMITE
Classes *Goods/Services*
 3 Class 35 - Retail shops featuring hair care products, cosmetics and skin care products, and hair accessories

United States of America
BED HEAD 3 75739147 2682117 Registered 4 Feb 2013 TONI & GUY (USA) LIMITE
Classes *Goods/Services*
 3 Class 42 - Hair Dressing and Beauty Salon Services

United States of America
BED HEAD (STYLISED) **BED HEAD** 3 75822517 2705757 Registered 15 Apr 2013 TONI & GUY (USA) LIMITE
Classes *Goods/Services*
 3 Hair care products, namely, hair shampoos, hair lotions, hair conditioners, hair creams, hair sprays, hair gels, color gels and conditioners, and hair mousses; skin care products, namely, skin moisturizers, skin lotions, and skin creams; and, makeup

United States of America
Bed Head (Words & Design) 3 75822518 2456838 Registered 5 Jun 2011 TONI & GUY (USA) LIMITE
Classes *Goods/Services*
 3 Class 3 -hair care products, namely, hair shampoos, hair conditioners, hair gels, hair sprays, hair mousses, hair pomades, hair dyes, hair color gels, hair sculptin gels and hair lotions; skin care products, namely, skin cleanser, skin moisturizer skin cream and skin lotion; and makeup

United States
BED HEAD MAXXED-OUT 3 78687008 Pending TONI & GUY

of
America

BED HEAD MAXXED-OUT

(USA)
LIMITE

Classes
3
Goods/Services
Hair care products, namely, hair sprays

United States of America
BED HEAD THIRSTY
BED HEAD THIRSTY 3 78739704 Pending TONI & GUY (USA) LIMITE

Classes
3
Goods/Services
skin care products and preparations; namely, skin lotions, skin toners, skin moisturizers, skin creams, skin cleansers, skin night creams, eye creams, make-removers, and anti-wrinkle creams

United States of America
BIG & BIGGER
BIG & BIGGER 3 78793989 3442565 Registered 3 Jun 2018 TONI & GUY (USA) LIMITE

Classes
3
Goods/Services
hair care preparations; hair care products, namely, mousse, foam, styling lotion, hair spray, shampoo and conditioner

United States of America
BIG FAT FUN
3 76422371 2795864 Registered 16 Dec 2013 TONI & GUY (USA) LIMITE

Classes
3
Goods/Services
Hair care preparation, cosmetics, and non-medicated skin care preparations

United States of America
BLAH BLAH BLAH
3 76450687 2795923 Registered 16 Dec 2013 TONI & GUY (USA) LIMITE

Classes
3
Goods/Services
Hair Care Preparations, Cosmetics, and Non-Medicated Skin Care Preparations

United States of America
BODY BY BED HEAD
BODY BY BED HEAD 3 78423703 3006650 Registered 11 Oct 2015 TONI & GUY (USA) LIMITE

Classes
3
Goods/Services
Hair care preparations, color treatment products, namely shampoos, conditioner gels, hair pomades, hair creams and lotions, hair sprays, hair gels, hair mousses hair dye, hair color gel, hair sculpting gel, hair tonics, hair lotion, non-medicated skin care preparations, namely, skin cleanser, skin moisturizer, skin cream, skin lotion, cosmetics, namely, facial make-up, foundation make-up, eye make-up, eye cream, eye shadow, cheek blush, make-up remover, lipstick, lip gloss, lip liner, e liner and body lotion

United States of America
BODY BY BED HEAD TIGI CREAMY DREAMY ORANGE
BODY BY BED HEAD TIGI CREAMY DREAMY ORANGE 3 78836031 3253311 Registered 19 Jun 2017 TONI & GUY (USA) LIMITE

Classes
Goods/Services

3 non-medicated skin care preparations, hair care preparations, cosmetics;
frangrances for personal use

United States of America
Classes
3

BODY BY BED
HEAD TIGI VERY
BERRY

BODY BY BED HEAD TIGI VERY
BERRY

3

78836076 3253312

Registered 19 Jun 2017

TONI & GUY (USA) LIMITE

Goods/Services
non-medicated skin care preparations; hair care preparations; cosmetics;
frangrances for personal use

United States of America
Classes
3

BOY TOYS

3

76450179 2888279

Registered 28 Sep 2014

TONI & GUY (USA) LIMITE

Goods/Services
Class 21 - Hair Care Accessories, namely, hair brushes, hair combs, razors,
scissors, shavers, and shaving cups

United States of America
Classes
21

BOY TOYS

21

75934896 2742647

Registered 29 Jul 2013

TONI & GUY (USA) LIMITE

Goods/Services
Hair care accessories, namely, hair brushes, hair combs and shaving cups

United States of America
Classes
3

BRUNETTE
GODDESS

BRUNETTE GODDESS

3

78979554 3393567

Registered 4 Mar 2018

TONI & GUY (USA) LIMITE

Goods/Services
Hair care preparations, color treatment products, namely, shampoos, conditioners,
hair sprays, hair color preparations

United States of America
Classes
3

CAT FIGHT

3

76220604 2709913

Registered 22 Apr 2013

TONI & GUY (USA) LIMITE

Goods/Services
Hair Care Products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, hair
spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel and hair
lotion; skin care products, namely skin cleanser, skin moisturizer, skin cream, skin
toner and skin lotion; and cosmetic products, namely, lipsticks, lip liners, lip
pencils, eyeshadow, eye makeup, eye pencils, eye mascara, eye liner, makeup
foundation, powder and blushes

United States of America
Classes
3

CATWALK


3

75483859 2229002

Registered 2 Mar 2019

TONI & GUY (USA) LIMITE

Goods/Services
COSMETICS, NAMELY, MOISTURIZING CREAMS AND LOTIONS, PREPARATION
FOR THE HAIR, NAMELY, SHAMPOOS, HAIR LOTIONS, HAIR SPRAYS, HAIR
CONDITIONERS, HAIR CREAMS, HAIR GELS, AND HAIR MOUSSES

United States of America CATWALK (Words and Design)  3 76491160 2868597 Registered 3 Aug 2014 TONI & GUY (USA) LIMITE

Classes 3 Goods/Services Hair Care Preparations, Cosmetics, and Non-Medicated Skin Care Preparations

United States of America CATWALK ROOT BOOST 3 76404671 2692979 Registered 4 Mar 2013 TONI & GUY (USA) LIMITE

Classes 3 Goods/Services Hair Care Products, namely, hair spray, hair mousse, hair sculpting gel and hair lotion

United States of America CHIC SHINE Chic Shine 3 78367676 3098964 Registered 30 May 2016 TONI & GUY (USA) LIMITE

Classes 3 Goods/Services Haircare products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel, hair lotion, hair care preparations and body lotion

United States of America CHOCOLATE HEAD 3 76396572 2870121 Registered 3 Aug 2014 TONI & GUY (USA) LIMITE

Classes 3 Goods/Services Hair Care preparation, cosmetics, and non-medicated skin care preparations

United States of America COCKY COCKY 3 78381842 3005079 Registered 4 Oct 2015 TONI & GUY (USA) LIMITE

Classes 3 Goods/Services Hair care products, namely, hair shampoo, hair conditioner, hair gel, hair tonic, hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel, hair lotion, hair care preparations, body lotion

United States of America COCKY BED HEAD 25 78387265 3473612 Registered 22 Jul 2018 TONI & GUY (USA) LIMITE

Classes 25	Goods/Services Clothing, namely, T-shirts, caps					
United States of America	CONTROL FREAK	3	75483861 2402503	Registered	7 Nov 2010	TONI & GUY (USA) LIMITE
Classes 3	Goods/Services Class 3 - Hair care Products namely hairspray					
United States of America	CONTROL FREAK	3	75666372 2384194	Registered	5 Sep 2010	TONI & GUY (USA) LIMITE
Classes 3	Goods/Services Class 3 - Preparations for the hair, namely shampoos, hair lotions, hair conditioners, hair creams, hair gels, color gels and conditioners, and hair mouss					
United States of America	CREATIVE GENIUS	3	75739141 2395372	Registered	17 Oct 2010	TONI & GUY (USA) LIMITE
Classes 3	Goods/Services Class 3 - Hair care products, namely, hair shampoos, hair conditioners, hair styli gels, hair sculpting gels and mousses					
United States of America	CURLS ROCK	3	76403938 2906957	Registered	30 Nov 2014	TONI & GUY (USA) LIMITE
Classes 3	Goods/Services Hair Care preparations, namely, hair shampoo, hair conditioner, hair tonic, hair g hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel : hair lotion, and cosmetics					
United States of America	CYBEROPTICS	3	75758563 2447467	Registered	1 May 2011	TONI & GUY (USA) LIMITE
Classes 3	Goods/Services Class 3 - cosmetic products, skin care products, and hair care products					
United States of America	DOMINATRIX POWDER	3	75788647 2450605	Registered	15 May 2011	TONI & GUY (USA) LIMITE
Classes 3	Goods/Services Cosmetics products, namely, facial makeup, foundation, blush, concealer and fa powder					

United States of America DREAM DROPS Dream Drops 3 78505108 3149740 Registered 26 Sep 2016 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Class 3 - Hair Care Preparations, Cosmetics, and Non-Medicated Skin Care Preparations

United States of America DUMB BLONDE 3 75920808 2601964 Registered 30 Jul 2012 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Hair care products, namely, hair conditioner, hair shampoo, hair styling gel, hair sculpting gel and hair mousse

United States of America DUMB BLONDE 3 76498411 2913667 Registered 21 Dec 2014 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Cosmetics and Non-Medicated Skin Care Preparations

United States of America EGO BOOST 3 75931199 2524230 Registered 1 Jan 2012 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Hair care products, namely, split end mender and hair conditioner

United States of America ENVIRO-FIXX 3 74351752 1790056 Registered 31 Aug 2013 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Hair Setting Preparation

United States of America ENVIROSHAPE 3 74560219 1968937 Registered 16 Apr 2016 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Hairspray

United States of America FASHIONISTA 3 76386045 2782857 Registered 11 Nov 2013 TONI & GUY (USA) LIMITE

Classes Goods/Services
3 Hair care preparations, cosmetics, and non-medicated skin care

United States of America FAST FIXX 3 75822646 2754760 Registered 26 Aug 2013 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 Hairspray and hair conditioner

United States of America FAT FREE 3 75691046 2603042 Registered 30 Jul 2012 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 Cosmetic products, namely, liquid makeup foundation

United States of America FEELS SO GOOD 3 75546514 2350877 Registered 16 May 2010 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 Skin Care Products, namely, daytime moisturizer

United States of America FLAT IRON SHINE SPRAY 3 78798109 3226166 Registered 3 Apr 2017 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 hair care preparations; hair care products, namely, a spray to protect and condition hair

United States of America FRISKY 3 76386046 2879980 Registered 31 Aug 2014 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 Hair Care preparations, cosmetics, and non-medicated skin care preparations

United States of America GET READY 3 75633841 2392252 Registered 3 Oct 2010 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 Hair care products, namely, hair shampoos, hair lotions, hair conditioners, hair cream, hair gels, color gels, color gels and conditioners, hair sprays, and hair mousse

United States of America GIRL TOYS 3 76450180 2878404 Registered 31 Aug 2014 TONI & GUY (USA) LIMITE
 Classes Goods/Services
 3 Hair care preparations, cosmetics, and non-medicated skin care preparations

United States GIRL TOYS 21 75934895 2742646 Registered 29 Jul 2013 TONI & GUY

of America							(USA) LIMITE
Classes							
21							
United States of America	GIRLS JUST WANT IT	3	76428938	2792620	Registered	9 Dec 2013	TONI & GUY (USA) LIMITE
Classes							
3							
United States of America	GLAMMA	3	76461694	2882549	Registered	7 Sep 2014	TONI & GUY (USA) LIMITE
Classes							
3							
United States of America	GLOSS JUNKIE	3	76481395	2967664	Registered	12 Jul 2015	TONI & GUY (USA) LIMITE
Classes							
3							
United States of America	HARD HEAD	HARD HEAD 3	77010997	3387354	Registered	26 Feb 2018	TONI & GUY (USA) LIMITE
Classes							
3							
United States of America	HARD TO GET	3	76422373	2803346	Registered	6 Jan 2014	TONI & GUY (USA) LIMITE
Classes							
3							
United States of America	HEAD SHRINK	3	76370363	2738705	Registered	15 Jul 2013	TONI & GUY (USA) LIMITE
Classes							
3							
United States of America	HEADBANGER	3	75919017	2601961	Registered	30 Jul 2012	TONI & GUY (USA) LIMITE
Classes							

United States of America
HEADRUSH
 3 76027630 2575219 Registered 4 Jun 2012
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Hair care products, namely, hair spray

United States of America
HEADSHOT
 3 78529156 3395805 Registered 11 Mar 2018
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Hair care preparations and products, namely, shampoo, conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair dye, hair sculpting gel, hair color gel, hair lotion, hair cream and body lotion

United States of America
HEALTH GODDESS
 3 76374573 2738727 Registered 15 Jul 2013
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Hair care preparations, cosmetics, and non-medicated skin care preparations

United States of America
HOW TO GET THE LOOK
 How to Get the Look 41 78392618 3046929 Registered 17 Jan 2016
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 41 Educational services, namely, beauty and hairstyling schools and distributing course materials in connection therewith; providing courses of instruction at the post-highschool level; conducting classes in the field of beauty and hairstyling; providing recognition and incentives by the way of awards to demonstrate excellence in the field of beauty and hairstyling; conducting programs in the field of beauty and hairstyling; providing motivational and educational speakers; conducting workshops, conferences, and seminars in the field of beauty and hairstyling, conducting on-line exhibitions and displays, in the field of beauty and hairstyling

United States of America
IN CROWD
 In Crowd 35 78523619 3395801 Registered 11 Mar 2018
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 35 Retail store services featuring hair care, skin care and cosmetic products

United States
IT'S NOT HEAVEN IT'S YOUR BODY
 3 78765437 3162515 Registered 24 Oct 2016
 TONI & GUY

of
America

IT'S NOT HEAVEN. IT'S YOUR
BODY!

(USA)
LIMITED

Classes *Goods/Services*
3 body lotion, body spray, body wash, body gel, body butter, body mousse, body
fragrance, body scrub, skin moisturizing mist, hair shampoo, hair conditioner, hair
spray, and pomade

United States of America
JOYSTICKS 3 75338477 2160703 Registered 26 May 2018 TONI & GUY (USA) LIMITED
Classes *Goods/Services*
3 lip liners and lipstick

United States of America
MAKE-OUT 3 75771326 2429428 Registered 20 Feb 2011 TONI & GUY (USA) LIMITED
Classes *Goods/Services*
3 Cosmetics, namely, lip liners and lip gloss

United States of America
MAKE-UP OF THE FUTURE 3 76211209 2769702 Registered 30 Sep 2013 TONI & GUY (USA) LIMITED
Classes *Goods/Services*
3 Cosmetic products, namely, lipsticks, lipliners, lip pencils eyeshadows, eye
makeup, eye pencils, eye mascara, eye liner, makeup foundation, face powder and
blushes

United States of America
MANIPULATOR 3 75588170 2388557 Registered 19 Sep 2010 TONI & GUY (USA) LIMITED
Classes *Goods/Services*
3 Hair care products, namely, hair gel, hair pomade and hair mousse

United States of America
MANIPULATOR 3 76491161 2875474 Registered 17 Aug 2014 TONI & GUY (USA) LIMITED
Classes *Goods/Services*
3 Hair Care Preparations, Cosmetics, and Non-medicated Skin Care Preparations

United States of America
MASTERMIND 3 76220603 2784674 Registered 18 Nov 2013 TONI & GUY (USA) LIMITED
Classes *Goods/Services*
3 Hair Care Products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, ha
spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel and ha
lotion; skin care products, namely, skin cleanser, skin moisturizer, skin cream, ski
toner and skin lotion; and cosmetic products, namely, lipsticks, lipliners, lip
pencils, eyeshadow, eye makeup, eye pencils, eye mascara, eye liner, makeup

TRADEMARK

REEL: 004030 FRAME: 0397

United States of America
MASTERPIECE **Masterpiece** 3 78367651 3014043 Registered 8 Nov 2015 **TONI & GUY (USA) LIMITED**

Classes *Goods/Services*
 3 **Haircare products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, hair spray, hair dye, hair mousse, hair lotion, hair color gel, hair sculpting gel, hair care preparations, and body lotions; Skin care products, namely, non-medicated skin care preparations, namely, skin cleanser, skin cream, skin lotion, skin moisturizer; Cosmetics, namely, facial makeup, foundation makeup, eye makeup, eye cream, ey shadow, makeup remover, lipstick, lip gloss and lipliner**

United States of America
MOISTURE MANIAC 3 75493535 2430267 Registered 20 Feb 2011 **TONI & GUY (USA) LIMITED**

Classes *Goods/Services*
 3 **Hair Care Preparations**

United States of America
MOISTURE MANIAC 3 75822628 2415555 Registered 26 Dec 2010 **TONI & GUY (USA) LIMITED**

Classes *Goods/Services*
 3 **Hair Care Preparations, Shampoos, and Conditioners**

United States of America
MUSIC FOR YOUR SKIN 3 76211211 2756839 Registered 26 Aug 2013 **TONI & GUY (USA) LIMITED**

Classes *Goods/Services*
 3 **skin care products, namely, skin cleanser, skin moisturizer, skin cream, skin toner and skin lotion; and cosmetic products, namely, lipsticks, lipliners, lip pencils, eyeshadow, eye makeup, eye pencils, eye mascara, eye liner, makeup foundation, face powder and blushes**

United States of America
OATMEAL COOKIE **OATMEAL COOKIE** 3 78765520 3162522 Registered 24 Oct 2016 **TONI & GUY (USA) LIMITED**

Classes *Goods/Services*
 3 **body lotion, body spray, body wash, body gel, body butter, body mousse, body fragrance, body scrub, skin moisturizing mist, hair shampoo, hair conditioner, hair spray, and pomade**

United States of America
PAPAYARAZZI **PAPAYARAZZI** 3 78765538 3162523 Registered 24 Oct 2016 **TONI & GUY (USA) LIMITED**

Classes *Goods/Services*
 3 body lotion, body spray, body wash, body gel, body butter, body mousse, body fragrance, body scrub, skin moisturizing mist, hair shampoo, hair conditioner, hair spray, and pomade

United States of America
 PLAYER 3 75771327 2395499 Registered 17 Oct 2010 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Cosmetic products, namely, lipsticks, lipliners, lip pencils, eyeshadow, mascara, eyeliner, makeup foundation and blushes

United States of America
 POWER TOOLS 3 76184674 2504329 Registered 6 Nov 2011 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Cosmetics, namely colored brow gel

United States of America
 POWER TRIP 3 75483860 2457732 Registered TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Hair Care Products Namely, Hair Gel

United States of America
 POWER TRIP 3 75822645 2379616 Registered 22 Aug 2010 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Haircare Products, Namely, Hair Gel

United States of America
 POWERFUL* BEAUTIFUL* EXCELLENT 21 76542338 2961801 Registered 14 Jun 2015 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 21 Hair Brushes and Hair Combs

United States of America
 ROOT BOOST 3 76404672 2890752 Registered 5 Oct 2014 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Hair care products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel and hair lotion

United States of America
 S FACTOR S FACTOR 11, 21 78786657 3162733 Registered 24 Oct 2016 TONI & GUY (USA) LIMITED

Classes Goods/Services
 11 Class 11 - Hair dryers
 21 Class 21 - Hair brushes

United States of America S FACTOR (STYLISED) S Factor 3 78490540 Pending TONI & GUY (USA) LIMITED

Classes Goods/Services
 3 Hair care products and preparations, namely, hair conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel, hair lotion

United States of America SELF ABSORBED 3 75722189 2413187 Registered 12 Dec 2010 TONI & GUY (USA) LIMITED

Classes Goods/Services
 3 Class 3 - hair care products, namely, hair shampoos and hair conditioners

United States of America SERIOUSLY STRAIGHT Seriously Straight 3 78505473 3169650 Registered 7 Nov 2016 TONI & GUY (USA) LIMITED

Classes Goods/Services
 3 Hair care preparations, cosmetics, and non-medicated skin care preparations

United States of America SEX WAND 3 75546516 2358597 Registered 13 Jun 2010 TONI & GUY (USA) LIMITED

Classes Goods/Services
 3 Class 3 - Lip Gloss

United States of America SEXED-UP 3 76027629 2557938 Registered 9 Apr 2012 TONI & GUY (USA) LIMITED

Classes Goods/Services
 3 Hair care products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair sculpting gel and hair lotion;

United States of America SHINE JUNKIE 3 75722143 2593405 Registered 16 Jul 2012 TONI & GUY (USA) LIMITED

Classes Goods/Services
 3 Haircare products, namely, hair gels and mousses

United States of America
SHINE JUNKIE 3 76498412 2877922 Registered 24 Aug 2014 TONI & GUY (USA) LIMITED
 Classes Goods/Services
 3 Cosmetics and Non-Medicated Skin Care Preparations

United States of America
SMALL TALK 3 76368103 2757237 Registered 26 Aug 2013 TONI & GUY (USA) LIMITED
 Classes Goods/Services
 3 Hair care preparations, cosmetics, and non-medicated skin care preparations

United States of America
SPOIL ME **SPOIL ME** 21 77446093 Pending TONI & GUY (USA) LIMITED
 Classes Goods/Services
 21 hair brushes

United States of America
SPOIL ME **Spoil Me** 3, 25 78381975 3021952 Registered TONI & GUY (USA) LIMITED
 Classes Goods/Services
 3 hair care products namely, hair tonic, hair lotion, hair care preparations, hair mousse
 25 clothing, namely, T-shirts, caps

United States of America
SPOT PATROL 5 76055323 2469543 Registered 17 Jul 2011 TONI & GUY (USA) LIMITED
 Classes Goods/Services
 5 Acne Treatment Preparation

United States of America
STAIRWAY TO HEAVEN 3 76184672 2743231 Registered 29 Jul 2013 TONI & GUY (USA) LIMITED
 Classes Goods/Services
 3 hair care products, namely, hair shampoo, hair conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel and hair lotion; skin care products, namely, skin cleanser, skin moisturizer, skin cream, skin toner and skin lotion; and cosmetic products, namely, lipsticks, lip liners, lip pencils, eye shadow, eye makeup, eye pencils, eye mascara, eye liner, makeup foundation and blushes

United States
STRAWBERRY LEMONADE 3 78793949 3223549 Registered 27 Mar 2017 TONI & GUY

of
America

STRAWBERRY LEMONADE

(USA)
LIMITED

Classes
3
Goods/Services
non-medicated skin care preparations

United States of America
SUPER STAR
3
76036860 2914739
Registered 28 Dec 2014
TONI & GUY (USA) LIMITED

Classes
3
Goods/Services
Hair Care Products, namely, hair texturizing lotion, shine serum, hair detangling lotion, hair spray, hair styling gel, hair sculpting gel, pomade and hair mousse

United States of America
SUPER STAR
21
SUPERSTAR
21
77446100
Pending
TONI & GUY (USA) LIMITED

Classes
21
Goods/Services
hair brushes

United States of America
SUPERFICIAL
Superficial
3
78382257 3199369
Registered 16 Jan 2017
TONI & GUY (USA) LIMITED

Classes
3
Goods/Services
hair care products and cosmetics, namely, shampoo, hair conditioners, hair tonic, hair gel, hair spray, hair mousse, hair dye, hair sculpting gel, hair lotion, hair care preparations, body lotion, make-up foundation base, lipstick, lip gloss, eyeliner, lip liner, eye shadow, mascara, cheek blush, pressed powder, concealer

United States of America
TAKE IT EASY
3
75618325 2484207
Registered 4 Sep 2011
TONI & GUY (USA) LIMITED

Classes
3
Goods/Services
Skin care products, namely, eye makeup remover

United States of America
TIGI
41
76555579 2894953
Registered 19 Oct 2014
TONI & GUY (USA) LIMITED

Classes
41
Goods/Services
Educational services, namely providing courses, seminars and training books for persons engaged in the operation of hairdressing and beauty salons

United States of America
TIGI
TIGI
21
78764492 3162493
Registered 24 Oct 2016
TONI & GUY (USA) LIMITED

Classes
Goods/Services

United States of America
 TIGI
 41, 44 76555580 3029822 Registered 13 Dec 2015
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 41 Educational Services, namely, conducting training services in the field of cosmetology
 44 Hairdressing and beauty salon services

United States of America
 TIGI
 16 76555581 3329903 Registered 6 Nov 2017
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 16 Instructional magazines and posters for hair dressers, beauticians and cosmetologists

United States of America
 TIGI
 3 74219482 1732367 Registered 17 Nov 2012
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 cosmetics; namely, moisturizing creams and lotions, foundations, blushers, concealers, toners, eye shadow, eye liners, mascara, lip pencils, lipsticks, cleansing gels and polishing scrubs, eye makeup removers, eye creams for firming skin around eyes, and nail polish

United States of America
 TIGI
 3, 8, 11 73666665 1633639 Registered 5 Feb 2011
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Preparations for the hair, namely, shampoos, hair lotions, hair conditioners, hair creams, hair gels, color gels and conditioners, and hair mousses
 8 Scissors, Razors and Thinning Shears
 11 Electric Hair Dryers

United States of America
 TIGI (logo)
 3 75192539 2143581 Registered 10 Mar 2018
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 Preparations for the hair, namely, shampoos, hair lotions, hair conditioners, hair creams, hair gels, color gels and conditioners, and hair mousses


United States of America
 TIGI BRUNETTE GODDESS
 3 78979555 3393568 Registered 4 Mar 2018
 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
 3 TIGI BRUNETTE GODDESS


Classes *Goods/Services*
3 Hair care preparations, color treatment products, namely, shampoos, conditioners, hair sprays, hair color preparations

United States of America TIGI LINEA 3 73722125 1629733 Registered 1 Jan 2011 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
3 Preparations for the hair, namely, shampoos, hair lotions, hair conditioners, hair creams, hair gels, color gels and conditioners and hair mousses

United States of America TIGI LINEA (logo)  3 74219483 1732368 Registered 17 Nov 2012 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
3 cosmetics; namely, moisturizing creams and lotions, foundations, blushers, concealers, toners, eye shadow, eye liners, mascara, lip pencils, lipsticks, cleansing gels and polishing scrubs, eye makeup removers, eye creams for firming skin around eyes, and nail polish

United States of America TIGI LINEA (logo)  3 73721011 1589603 Registered 3 Apr 2010 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
3 Preparations for the hair, namely, shampoos, hair lotions, hair conditioners, hair creams, hair gels, color gels and conditioners, and hair mousses

United States of America TIGI S FACTOR 3, 11, 21 78786745 3274494 Registered 7 Aug 2017 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
3 hair care products and preparations, namely hair conditioner, hair tonic, hair gel, hair spray, hair mousse, hair pomade, hair dye, hair color gel, hair sculpting gel, hair lotion
11 Hair dryers
21 Class 21 - Hair brushes

United States of America TIGI S FACTOR (Design) 11, 21 78786689 3311895 Registered 16 Oct 2017 TONI & GUY (USA) LIMITED

Classes *Goods/Services*
11 hair dryers
21 hair brushes

United States of America TIGI S FACTOR 3 78765081 Pending TONI &



Classes Goods/Services
3 Class 11 - Hair dryers Class 21 - Hair brushes

United States of America TIGI SKINCARE (circle) 3 75447430 2234188 Registered 23 Mar 2009 TONI & GUY (USA) LIMITED

Classes Goods/Services
3 HAIR CARE PRODUCTS, NAMELY, SHAMPOOS, HAIR LOTIONS, HAIR CONDITIONERS, HAIR CREAMS, HAIR GELS, COLOR GELS AND CONDITIONERS, AND HAIR MOUSSES; AND COSMETICS, NAMELY, EYE SHADOWS, LIPSTICKS, FOUNDATIONS, FRESHENING TONER, AND SKIN CONDITIONERS

United States of America TIGIHAIRCARE.COM 3 75739143 2800583 Registered 30 Dec 2013 TONI & GUY (USA) LIMITED

Classes Goods/Services
3 Hair care products, namely, shampoos, hair lotions, hair conditioners, hair creams hair gels, color gels and conditioners, and hair mousses; and cosmetics, namely, eye shadows, lipsticks, foundations, freshening toner, and skin conditioners

United States of America TIGIHAIRCARE.COM 42 75739139 2663666 Registered 17 Dec 2012 TONI & GUY (USA) LIMITED

Classes Goods/Services
42 Hair dressing and beauty salon services

United States of America TIGIHAIRCARE.COM 41 75739275 2871930 Registered 10 Aug 2014 TONI & GUY (USA) LIMITED

Classes Goods/Services
41 Educational services, namely conducting courses and seminars in the field of haircutting, hairstyling, beauty salons, cosmetics and skin care

United States of America TIGIHAIRCARE.COM 16 75739145 2727465 Registered 17 Jun 2013 TONI & GUY (USA) LIMITED

Classes Goods/Services
16 Instructional books and magazines in the field of beauty for hairdressers and beauticians; instructional books and magazines featuring hairstyling techniques for hairdressers and beauticians

United States TIGIHAIRCARE.COM 9 75739149 3142436 Registered 12 Sep 2016 TONI & GUY

of
America
Classes

(USA)
LIMITED

Goods/Services

PRE-RECORDED INSTRUCTIONAL FILMS AND VIDEOTAPES FEATURING
HAIRCUTTING AND HAIRSTYLING TECHNIQUES, COSMETIC AND SKIN CARE
TECHNIQUE

9

United
States
of
America
Classes

TREAT ME RIGHT

3

76243871 2739561

Registered 22 Jul
2013

TONI &
GUY
(USA)
LIMITED

Goods/Services

Skin care products, namely skin moisturizing mask, skin cleanser, ski moisturizer,
skin cream, skin toner and skin lotion

3

United
States
of
America
Classes

TREAT ME RIGHT

3

75637207 2491735

Registered 25 Sep
2011

Toni &
Guy
(USA)
Limited

Goods/Services

Preparations for the hair, namely hair shampoos, hair lotions, hair conditioners,
hair creams, hair sprays, hair gels, color gels and conditioners, and hair mousses

3

United
States
of
America
Classes

TURN BACK TIME

3

75546511 2352725

Registered 23 May
2010

TONI &
GUY
(USA)
LIMITED

Goods/Services

Skin Care Products, namely line control moisturizer

3

United
States
of
America
Classes

UNLEASHED

3

75488240 2413427

Registered 19 Dec
2010

TONI &
GUY
(USA)
LIMITED

Goods/Services

Skin care products for human use, namely, skin lotions, toners, moisturizers and
creams, cleansers, night creams, eye creams, makeup remover and line control
creams

3

United
States
of
America
Classes

UNLEASHED MUSIC
FOR YOUR SKIN
(LOGO)

3

75666373 2644921

Registered 5 Nov
2012

TONI &
GUY
(USA)
LIMITED

Goods/Services

Makeup remover

3

United
States
of
America
Classes

UPTIGHT

3

75739140 2653076

Registered 26 Nov
2012

TONI &
GUY
(USA)
LIMITED

Goods/Services



TRADEMARK

REEL: 004030 FRAME: 0406

