

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sexy Hair Concepts, LLC		04/19/2011	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Sexy Hair LLC
Street Address:	21551 Prairie Street
City:	Chatsworth
State/Country:	CALIFORNIA
Postal Code:	91311
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 46

Property Type	Number	Word Mark
Serial Number:	77620784	SHORT SEXY HAIR CLEAN SLATE
Registration Number:	3658966	COOL FACTOR
Registration Number:	2634449	AERO TAN
Registration Number:	3539680	BIGSEXYHAIR
Registration Number:	3457615	COLOR ME SEXY
Registration Number:	2530633	CURL POWER
Registration Number:	1866675	ECOLY
Serial Number:	85241627	FRESH CONCEPTS
Registration Number:	3247540	HEALTHY SEXY
Registration Number:	3303839	HOT ROD
Registration Number:	2553996	HOT SEXY HIGHLIGHTS
Registration Number:	3036101	LIQUID ART
Registration Number:	2636664	SEXSMBOL
Registration Number:	3927766	SEXY

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Registration Number:	3478939	SEXY
Registration Number:	3441169	SEXY BLONDES
Registration Number:	2403396	SEXY HAIR
Serial Number:	85110972	SEXY HAIR
Serial Number:	77119862	SEXY SKIN
Registration Number:	3247541	SHORT SEXY
Registration Number:	3372755	SPRAY & PLAY
Serial Number:	77620714	STAY PUT
Registration Number:	3371913	STRONGSEXYHAIR
Registration Number:	3120069	TRIBES OF STYLE
Serial Number:	77719656	WILDSEXYHAIR
Registration Number:	3643072	HARD UP
Registration Number:	3643069	ROOT PUMP
Registration Number:	3758872	ROCKED OUT
Registration Number:	3729749	SEXYHAIRORGANICS
Registration Number:	3750645	SPRAY & STAY
Registration Number:	3865249	SOY RENEWAL
Registration Number:	3750655	SMOOTH & PROTECT
Registration Number:	3901605	POWDER PLAY
Serial Number:	85004849	JUST GELLING
Serial Number:	85004844	DOUBLE DUTY
Serial Number:	85008599	PIECE OUT
Serial Number:	85048378	HEALTHYSEXYHAIR REINVENT COLOR CARE
Serial Number:	85058244	HEALTHYSEXYHAIR REINVENT
Serial Number:	85045263	SPRITZ & STAY
Registration Number:	3877127	CONTROL MANIAC
Registration Number:	3873608	FRENZY
Registration Number:	3877126	WHAT A TEASE
Serial Number:	85075704	HEALTHYSEXYHAIR REINVENT COLOR CARE TOP COAT
Serial Number:	85127900	SOY TOUCHABLE
Serial Number:	85175294	STRUCTURE IN MOTION
Serial Number:	85183084	TRIBE OF STYLE

CORRESPONDENCE DATA

Fax Number: (215)851-8383

TRADEMARK
REEL: 004545 FRAME: 0002

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-851-8386
Email: jmeadway@eckertseamans.com
Correspondent Name: Jay Meadway
Address Line 1: 50 South 16th Street, 22nd floor
Address Line 2: Two Liberty Place
Address Line 4: Philadelphia, PENNSYLVANIA 19102

ATTORNEY DOCKET NUMBER:	297797-00209
NAME OF SUBMITTER:	Tashia Bunch Henderson
Signature:	/Tashia Bunch Henderson/
Date:	05/20/2011

Total Attachments: 7
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p>1. Name of conveying party(ies): Sexy Hair Concepts, LLC</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation- State: _____ <input checked="" type="checkbox"/> Other <u>Limited Liability Company</u></p> <p>Citizenship (see guidelines) <u>California</u></p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p>3. Nature of conveyance)/Execution Date(s) : Execution Date(s) <u>April 19, 2011</u></p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input checked="" type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other <u>Conversion from CA LLC to DE LLC</u></p>	<p>2. Name and address of receiving party(ies) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Additional names, addresses, or citizenship attached?</p> <p>Name: <u>Sexy Hair LLC</u> Internal Address: _____ Street Address: <u>21551 Prairie Street</u> City: <u>Chatsworth</u> State: <u>California</u> Country: <u>USA</u> Zip: <u>91311</u></p> <p><input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input type="checkbox"/> Corporation Citizenship _____ <input checked="" type="checkbox"/> Other <u>LLC</u> Citizenship <u>Delaware</u></p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p> <hr/> <p>4. Application number(s) or registration number(s) and identification or description of the Trademark. A. Trademark Application No.(s) see attached list</p> <p>B. Trademark Registration No.(s) see attached list</p> <p style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <hr/> <p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): see attached list</p>
<p>5. Name & address of party to whom correspondence concerning document should be mailed: Name: <u>Jay Meadway</u> Internal Address: <u>Two Liberty Place</u> Street Address: <u>50 South 16th Street, 22nd floor</u> City: <u>Philadelphia</u> State: <u>PA</u> Zip: <u>19102</u> Phone Number: <u>215-851-8386</u> Fax Number: <u>215-851-8383</u> Email Address: <u>jmeadway@eckertseamans.com</u></p>	<p>6. Total number of applications and registrations involved: 46</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ <u>1165</u></p> <p><input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed</p> <hr/> <p>8. Payment Information: Deposit Account Number _____ Authorized User Name _____</p>
<p>9. Signature: <u>Tashia A. Bunch Henderson</u> Signature</p> <p style="text-align: center;">Tashia A. Bunch Henderson Name of Person Signing</p>	<p style="text-align: right;">May 20, 2011 Date</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: 7</p>

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Mark	CNTRY	Application #	File Date	Reg Date	Registration #	Status
SHORT SEXY HAIR CLEAN SLATE	US	77/620,784	11/24/2008			ALLOWED
COOL FACTOR	US	77/421,310	3/13/2008	7/21/2009	3,658,966	REGISTERED
AERO TAN	US	76/230,370	3/23/2001	10/15/2002	2,634,449	REGISTERED
BIGSEXYHAIR	US	77/362,571	1/2/2008	12/2/2008	3,539,680	REGISTERED
COLOR ME SEXY	US	77/319,044	11/1/2007	7/1/2008	3,457,615	REGISTERED
CURL POWER	US	75/943,975	3/14/2000	1/15/2002	2,530,633	REGISTERED
ECOLY (Stylized)	US	74/470,493	12/17/1993	12/13/1994	1,866,675	REGISTERED
FRESH CONCEPTS	US	85/241,627	2/14/2011			PENDING
HEALTHY SEXY	US	78/942,919	8/2/2006	5/29/2007	3,247,540	REGISTERED
HOT ROD	US	78/690,648	8/11/2005	10/2/2007	3,303,839	REGISTERED
HOT SEXY HIGHLIGHTS	US	76/075,306	6/22/2000	3/26/2002	2,563,996	REGISTERED
LIQUID ART	US	76/250,331	5/2/2001	12/27/2005	3,036,101	REGISTERED
SEXSYMBOL	US	76/132,497	9/21/2000	10/15/2002	2,636,664	REGISTERED
SEXY	US	78/942,914	8/2/2006	3/8/2011	3,927,766	REGISTERED
SEXY and Design (Red Star)	US	77/186,183	5/21/2007	8/5/2008	3,478,939	REGISTERED
SEXY BLONDES	US	76/617,948	10/21/2004	6/3/2008	3,441,169	REGISTERED
SEXY HAIR	US	75/634,213	2/5/1999	11/14/2000	2,403,396	REGISTERED
SEXY HAIR	US	85/110,972	8/19/2010			ALLOWED
SEXY SKIN	US	77/119,862	3/1/2007			PENDING
SHORT SEXY	US	78/942,921	8/2/2006	5/29/2007	3,247,541	REGISTERED
SPRAY & PLAY	US	77/222,702	7/5/2007	1/22/2008	3,372,755	REGISTERED
STAY PUT	US	77/620,714	11/24/2008			ALLOWED
STRONGSEXYHAIR	US	77/167,615	4/27/2007	1/22/2008	3,371,913	REGISTERED
TRIBES OF STYLE	US	78/672,936	7/18/2005	7/25/2006	3,120,069	REGISTERED
WILDSEXYHAIR	US	77/719,656	4/22/2009			ALLOWED
HARD UP	US	77/620,559	11/24/2008	6/23/2009	3,643,072	REGISTERED
ROOT PUMP	US	77/620,487	11/24/2008	6/23/2009	3,643,069	REGISTERED
ROCKED OUT	US	77/620,580	11/24/2008	3/9/2010	3,758,872	REGISTERED
SEXYHAIRORGANICS	US	77/620,545	11/24/2008	12/22/2009	3,729,749	REGISTERED

SPRAY & STAY	US	77/682,326	3/3/2009	2/16/2010	3,750,645	REGISTERED
SOY RENEWAL	US	77/689,840	3/12/2009	10/19/2010	3,865,249	REGISTERED
SMOOTH & PROTECT	US	77/690,167	3/13/2009	2/16/2010	3,750,655	REGISTERED
POWDER PLAY	US	77/826,729	9/15/2009	1/4/2011	3,901,605	REGISTERED
JUST GELLING	US	85/004,849	4/2/2010			ALLOWED
DOUBLE DUTY	US	85/004,844	4/2/2010			ALLOWED
PIECE OUT	US	85/008,599	4/7/2010			ALLOWED
healthysexyhair REINVENT COLOR CARE	US	85/048,378	5/26/2010			ALLOWED
healthysexyhair REINVENT	US	85/058,244	6/9/2010			PENDING
SPRITZ & STAY	US	85/045,263	5/21/2010			ALLOWED
CONTROL MANIAC	US	85/048,532	5/26/2010	11/16/2010	3,877,127	REGISTERED
FRENZY	US	85/048,485	5/26/2010	11/9/2010	3,873,608	REGISTERED
WHAT A TEASE	US	85/048,410	5/26/2010	11/16/2010	3,877,126	REGISTERED
HEALTHYSEXYHAIR REINVENT COLOR CARE TOP COAT	US	85/075,704	7/1/2010			ALLOWED
SOY TOUCHABLE	US	85/127,900	9/13/2010			ALLOWED
STRUCTURE IN MOTION	US	85/175,294	11/12/2010			PENDING
TRIBE OF STYLE	US	85/183,084	11/23/2010			PENDING

Delaware

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The First State

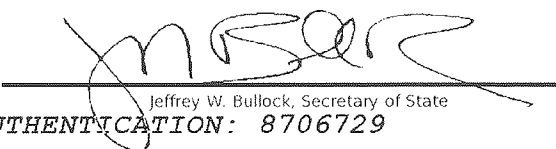
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A CALIFORNIA LIMITED LIABILITY COMPANY UNDER THE NAME OF "SEXY HAIR CONCEPTS, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "SEXY HAIR CONCEPTS, LLC" TO "SEXY HAIR LLC", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF APRIL, A.D. 2011, AT 1:43 O'CLOCK P.M.



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110435837

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8706729

DATE: 04-20-11

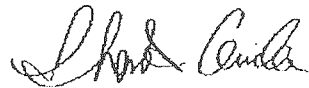
TRADEMARK
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CERTIFICATE OF CONVERSION
OF
SEXY HAIR CONCEPTS, LLC

Pursuant to Section 18-214 of the Delaware Limited Liability Company Act, Sexy Hair Concepts, LLC, a California limited liability company (the "Non-Delaware Limited Liability Company"), does hereby certify to the following information relating to the conversion of the Non-Delaware Limited Liability Company into Sexy Hair LLC, a Delaware limited liability company (the "Limited Liability Company");

- 1) The jurisdiction where the Non-Delaware Limited Liability Company first formed is California.
- 2) The jurisdiction immediately prior to filing this Certificate is California.
- 3) The date the Non-Delaware Limited Liability Company first formed is August 16, 2001.
- 4) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Sexy Hair Concepts, LLC.
- 5) The name of the Limited Liability Company as set forth in the Certificate of Formation is Sexy Hair LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 19th day of April, A.D. 2011.



By:

Authorized Person

Name

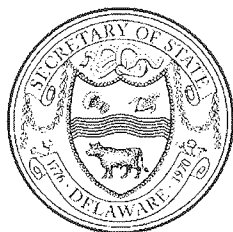
T. Scott Avila

Delaware

PAGE 2

The First State

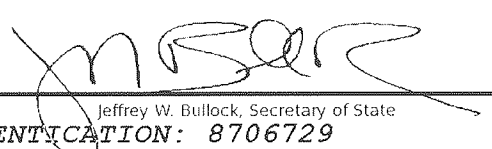
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "SEXY HAIR LLC" FILED IN THIS OFFICE ON THE TWENTIETH DAY OF APRIL, A.D. 2011, AT 1:43 O'CLOCK P.M.



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You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8706729

DATE: 04-20-11

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STATE of DELAWARE
LIMITED LIABILITY COMPANY

CERTIFICATE OF FORMATION
OF
SEXY HAIR LLC

*Pursuant to Title 6, Chapter 18, Sections 201 and 204
of the Delaware Code*

This Certificate of Formation of **SEXY HAIR LLC** is being duly executed and filed by Meagan Cavanaugh, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, et seq.), as amended from time to time.

(1) The name of the limited liability company formed hereby is **Sexy Hair LLC**.

(2) The address of the registered office of the limited liability company in the State of Delaware is:

The Corporation Trust Company
1209 Orange Street
Wilmington, DE, 19801

(3) The name and address of the registered agent of the limited liability company for service of process on the limited liability company in the State of Delaware is:

The Corporation Trust Company
1209 Orange Street
Wilmington, DE, 19801

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the 19th day of April, 2011.

/s/ Meagan Cavanaugh
Meagan Cavanaugh
Authorized Person