

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | |
|--|------------------------------|-------------------------|----------------------------|------------------------------|----------------|------------|----------------|---------|--------------|-------|--|
| NATURE OF CONVEYANCE: | ASSIGNMENT | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | |
| <table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Mario M. de la Guardia Jr.</td><td>02/05/2008</td></tr><tr><td>Tony Ray Adair</td><td>02/05/2008</td></tr></tbody></table> | Name | Execution Date | Mario M. de la Guardia Jr. | 02/05/2008 | Tony Ray Adair | 02/05/2008 | | | | | |
| Name | Execution Date | | | | | | | | | | |
| Mario M. de la Guardia Jr. | 02/05/2008 | | | | | | | | | | |
| Tony Ray Adair | 02/05/2008 | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| <table border="1"><tr><td>Name:</td><td>Strength of Nature, LLC</td></tr><tr><td>Street Address:</td><td>8351 Roswell Road, Suite 349</td></tr><tr><td>City:</td><td>Atlanta</td></tr><tr><td>State/Country:</td><td>GEORGIA</td></tr><tr><td>Postal Code:</td><td>30350</td></tr></table> | Name: | Strength of Nature, LLC | Street Address: | 8351 Roswell Road, Suite 349 | City: | Atlanta | State/Country: | GEORGIA | Postal Code: | 30350 | |
| Name: | Strength of Nature, LLC | | | | | | | | | | |
| Street Address: | 8351 Roswell Road, Suite 349 | | | | | | | | | | |
| City: | Atlanta | | | | | | | | | | |
| State/Country: | GEORGIA | | | | | | | | | | |
| Postal Code: | 30350 | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | |
| <table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>10959758</td></tr></tbody></table> | Property Type | Number | Application Number: | 10959758 | | | | | | | |
| Property Type | Number | | | | | | | | | | |
| Application Number: | 10959758 | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | |
| Fax Number: (678)420-9301 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | | | | | | | | | |
| Phone: 6784209300 | | | | | | | | | | | |
| Email: meadowsb@ballardspahr.com | | | | | | | | | | | |
| Correspondent Name: Brian C. Meadows | | | | | | | | | | | |
| Address Line 1: 999 Peachtree Street, #1000 | | | | | | | | | | | |
| Address Line 4: Atlanta, GEORGIA 30309 | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 19124.0002U2 | | | | | | | | | | |
| NAME OF SUBMITTER: | Brian C. Meadows | | | | | | | | | | |
| Total Attachments: 3 source=19124_0002U2_Assignment#page1.tif source=19124_0002U2_Assignment#page2.tif source=19124_0002U2_Assignment#page3.tif | | | | | | | | | | | |

OP \$40.00 10959758

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PATENT
REEL: 021254 FRAME: 0990

ASSIGNMENT

WHEREAS, we, Mario M. de la Guardia, Jr., of 405 Thorpe Park, Duluth, Georgia 30097, and Tony Ray Adair, of 110 Dewitt Loop, Daphne, Alabama 36526 respectively, have invented new and useful improvements in **COMPOSITIONS FOR NEUTRALIZING AND COLORING RELAXED HAIR AND METHODS THEREOF** for which a United States Patent Application was filed on October 6, 2004, and assigned Application No. 10/959,758; and


WHEREAS, **Strength of Nature, LLC**, a Georgia corporation, whose post-office address is 8351 Roswell Road, Suite 349, Atlanta, Georgia 30350, is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, we, Mario M. de la Guardia, Jr. and Tony Ray Adair, hereby do sell, assign and transfer unto said Strength of Nature, LLC, the entire right, title and interest in and to said invention and application throughout the world, including, without limitation, any Letters Patent which may issue thereon, and any subsequent application claiming priority to the above-identified application, reissue, reexamination, divisional, continuation-in-part, extension or continuation thereof and all rights of priority under the Paris Convention arising from said application; the same for Strength of Nature, LLC's legal representatives and assigns, as fully and entirely as the same would have been held by us had this assignment and sale not been made;

AND, we hereby bind ourselves, our heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications, petitions, oaths and assignments or other papers and instruments which may be necessary in order to carry into full force and effect, the sale, assignment, transfer and conveyance hereby made or intended to be made and

generally do everything possible to aid Strength of Nature, LLC, its legal representatives and assigns,
to obtain and enforce proper protection for said invention in all countries throughout the world.


IN WITNESS WHEREOF, I have executed this Assignment this 5th day
of February, 2008.



Mario M. de la Guardia, Jr. (L.S.)

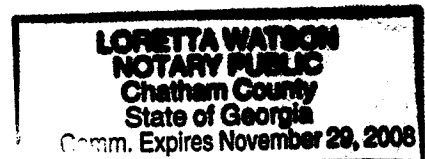
State of Georgia
County of Chatham

On this 6th day of February, 2008, before me, a Notary Public,
came Mario M. de la Guardia, Jr. to me known and known to be the individual described in and
who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act
and deed.

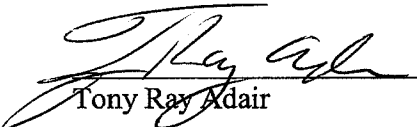


Notary Public

My Commission Expires: November




IN WITNESS WHEREOF, I have executed this Assignment this 5th day
of February, 2008.

 (L.S.)
Tony Ray Adair

State of Alabama
County of Baldwin

On this 6th day of February, 2008, before me, a Notary Public,
came Tony Ray Adair, to me known and known to be the individual described in and
who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act
and deed.


Notary Public

My Commission Expires: November 29, 2008

