

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Gilles Verboom</td> <td>11/11/2010</td> </tr> <tr> <td>Kari Bauer</td> <td>11/11/2010</td> </tr> <tr> <td>Perry Romanowski</td> <td>11/11/2010</td> </tr> </tbody> </table>		Name	Execution Date	Gilles Verboom	11/11/2010	Kari Bauer	11/11/2010	Perry Romanowski	11/11/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Alberto-Culver Company</td> </tr> <tr> <td>Street Address:</td> <td>2525 Armitage Avenue</td> </tr> <tr> <td>City:</td> <td>Melrose Park</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60160</td> </tr> </table>		Name:	Alberto-Culver Company	Street Address:	2525 Armitage Avenue	City:	Melrose Park	State/Country:	ILLINOIS	Postal Code:	60160
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CORRESPONDENCE DATA											
<p>Fax Number: (312)616-5700</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 312-616-5600</p> <p>Email: assignments@leydig.com</p> <p>Correspondent Name: LEYDIG VOIT & MAYER, LTD</p> <p>Address Line 1: TWO PRUDENTIAL PLAZA, SUITE 4900</p> <p>Address Line 2: 180 NORTH STETSON AVENUE</p> <p>Address Line 4: CHICAGO, ILLINOIS 60601-6731</p>											
ATTORNEY DOCKET NUMBER:	704181										
NAME OF SUBMITTER:	Kenneth P. Spina										

Total Attachments: 3

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Leydig, Voit & Mayer, Ltd.
Two Prudential Plaza, Suite 4900
180 North Stetson Avenue
Chicago, Illinois 60601-6731

ASSIGNMENT

WHEREAS, WE, Gilles VERBOOM of 307 Iroquois Avenue, St. Charles, Illinois 60174, Kari BAUER of 820 S. Austin Blvd., #2W, Oak Park, Illinois 60304, and Perry ROMANOWSKI of 1617 N. Campbell, Chicago, Illinois 60647, respectively, have invented and own a certain invention entitled:

METHOD FOR INHIBITING FADING AND ENHANCING COLOR INTENSITY OF COLOR-TREATED HAIR

for which invention we have executed an application (provisional or non-provisional) for a U.S. patent, which was filed on December 5, 2008, under U.S. Application No. 12/303,689, and

WHEREAS, Alberto-Culver Company, of 2525 Armitage Avenue, Melrose Park, Illinois 60160, hereinafter referred to as Assignee, is desirous of acquiring the entire domestic and foreign right, title, and interest in and under the invention described in the patent application.

NOW, THEREFORE, for good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, we assign and transfer to the Assignee and the Assignee's legal representatives, successors and assigns the full and exclusive rights in and to the invention in the U.S. and every foreign country and the entire right, title, and interest in and to the patent application and other such applications (e.g., provisional applications, non-provisional applications, continuations, continuations-in-part, divisionals, reissues, reexaminations, National phase applications, including petty patent applications, and utility model applications) that may be filed in the United States and every foreign country on the invention, and the patents, extensions, or derivations thereof, both foreign and domestic, that may issue thereon, and we do hereby authorize and request the Commissioner of Patents to issue U.S. patents to the above-mentioned Assignee agreeably with the terms of this assignment document.

WE HEREBY AUTHORIZE the Assignee to insert in this assignment document the filing date and application number of the application if the date and number are unavailable at the time this document is executed.

UPON SAID CONSIDERATION, we convey to the Assignee the right to make application in its own behalf for protection of the invention in the U.S. and countries foreign to the U.S. and to claim under the Patent Cooperation Treaty, the International Convention and/or other international arrangement for any such application the date of the U.S. application (or any other application on the invention) to gain priority with respect to other applications.

WE DO HEREBY COVENANT and agree with the Assignee that we will not execute any writing or do any act whatsoever conflicting with the terms of this assignment document set forth herein, and that we will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued, reexamined, and National phase patents of the U.S. or of any and all foreign countries on the invention, and in enforcing any rights or choses in action accruing as a result of such

applications or patents, and by executing statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

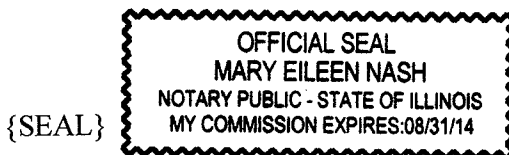
IN WITNESS WHEREOF, we have hereunder set our hands on the dates shown below.

Date 11/11/10

Gilles Verboom
Gilles VERBOOM

STATE OF ILLINOIS)
COUNTY OF COOK)

On this 11TH day of NOVEMBER, 2010, before me, a Notary Public in and for said county, appeared Gilles VERBOOM, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Mary Eileen Nash
Notary Public

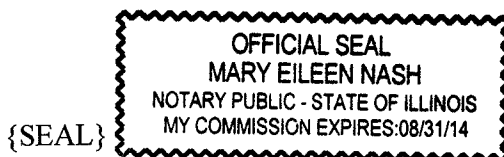
My Commission Expires: Aug 31, 2014

Date 11/11/2010

Kari Bauer
Kari BAUER

STATE OF ILLINOIS)
COUNTY OF COOK)

On this 11TH day of NOVEMBER, 2010, before me, a Notary Public in and for said county, appeared Kari BAUER, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.



Mary Eileen Nash
Notary Public

My Commission Expires: Aug 31, 2014

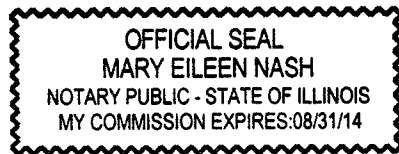
Date 11/11/10


Perry ROMANOWSKI

STATE OF ILLINOIS)
COUNTY OF COOK)

On this 11TH day of NOVEMBER, 2010, before me, a Notary Public in and for said county, appeared Perry ROMANOWSKI, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

{SEAL}




Notary Public

My Commission Expires: August 31, 2014