

# PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Sexy Hair Concepts, LLC	09/10/2010
RECEIVING PARTY DATA	
Name:	Ecoly International, Inc.
Street Address:	21551 Prairie Street
City:	Chatsworth
State/Country:	CALIFORNIA
Postal Code:	91311
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	D412836
CORRESPONDENCE DATA	
Fax Number:	(412)566-6099
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	412-566-6777
Email:	dradack@eckertseamans.com, ipmail@eckertseamans.com
Correspondent Name:	David V. Radack
Address Line 1:	600 Grant Street, 44th Floor
Address Line 2:	U. S. Steel Tower
Address Line 4:	Pittsburgh, PENNSYLVANIA 15219
ATTORNEY DOCKET NUMBER:	297797-00183
NAME OF SUBMITTER:	David V. Radack
Total Attachments: 7 source=183ASN#page1.tif source=183ASN#page2.tif source=183ASN#page3.tif source=183ASN#page4.tif source=183ASN#page5.tif source=183ASN#page6.tif source=183ASN#page7.tif	

OP \$40.00 D412836

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**PATENT**  
**REEL: 026147 FRAME: 0531**

## PATENT ASSIGNMENT

This Patent Assignment is made and entered into as of September 7, 2010 ("Assignment"), by and between SEXY HAIR CONCEPTS, LLC, a California limited liability company with its principal place of business at 21551 Prairie Street, Chatsworth, CA 91311 ("Assignee") and Ecoly International, Inc., a California corporation with its principal place of business at 21551 Prairie Street, Chatsworth, CA 91311 ("Assignor") (each, a "Party" and collectively, the "Parties").

WHEREAS, Assignor is the owner of a certain United States patent as set forth in the attached Schedule A (the "Patent");

WHEREAS, Assignor is the sole member of Assignee; and

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee all of Assignor's right, title and interest in and to the Patent and the inventions covered thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties hereby agree as follows:

1. Assignor does hereby assign, transfer and set over unto said Assignee its entire right, title and interest in and to the Patent along with (i) any and all applications, improvements, continuations, continuations in part, reissues or reexaminations thereof, foreign counterparts, and the inventions covered thereby, (ii) all files and records relating to the prosecution, exploitation, and defense of any of the foregoing, and (iii) all rights of action pertaining to the Patent, including without limitation the right to sue and recover for past infringement thereof, the right to secure registration of the Patent and of this Assignment, the right to initiate other proceedings before all government and administrative bodies with respect to the Patent, and the right to claim priority, file foreign counterparts and make applications for reissue and reexamination with respect to the Patent.

2. This Patent Assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

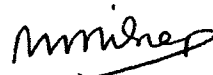
3. This Assignment will be governed by, and construed and enforced in accordance with, the substantive laws of New York, without regard to its principles of conflicts of laws.

(Signature Page Follows)

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment under seal as of the date first set forth above.


ASSIGNOR:

ECOLY INTERNATIONAL, INC.,  
as Assignor

By:   
Name: MARK MILNER  
Title: C.F.O.

ASSIGNEE:

SEXY HAIR CONCEPTS, LLC,  
as Assignee

By:   
Name: MARK MILNER  
Title: C.F.O.

STATE OF \_\_\_\_\_ )  
 ) ss.  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 2010, before me, a notary public, the undersigned officer, personally appeared \_\_\_\_\_, known to me (or satisfactorily proven) to be the \_\_\_\_\_ of Sexy Hair Concepts, LLC, that executed the within and foregoing instrument, and acknowledged said instrument to be free and voluntary deed of said entity for the uses and purposes therein mentioned, and on oath stated that he/she was authorized to execute said instrument.

In witness whereof, I hereunto set my hand and official seal.

\_\_\_\_\_  
Signature of Notary Public

\_\_\_\_\_  
Print or Stamp Name of Notary Public

Notary Public in and for the State of \_\_\_\_\_

residing at \_\_\_\_\_

My appointment expires \_\_\_\_\_

*see attached*

Acting in the County of: \_\_\_\_\_

STATE OF \_\_\_\_\_ )  
 ) ss.  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 2010, before me, a notary public, the undersigned officer, personally appeared \_\_\_\_\_, known to me (or satisfactorily proven) to be the \_\_\_\_\_ of Sexy Hair, LLC, that executed the within and foregoing instrument, and acknowledged said instrument to be free and voluntary deed of said entity for the uses and purposes therein mentioned, and on oath stated that he/she was authorized to execute said instrument.

In witness whereof, I hereunto set my hand and official seal.

\_\_\_\_\_  
Signature of Notary Public

\_\_\_\_\_  
Print or Stamp Name of Notary Public

Notary Public in and for the State of \_\_\_\_\_

residing at \_\_\_\_\_

My appointment expires \_\_\_\_\_

*see attached*

**SCHEDULE A**

<b>Title</b>	<b>Country</b>	<b>Grant/App. Number</b>	<b>Grant/App. Date</b>	<b>Status</b>
Container	U.S.	D412836	8/17/1999	Granted

# CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of LOS ANGELES

On 10 SEPT, 2010 before me, LIZA REYES, NOTARY PUBLIC,  
Date Here Insert Name and Title of the Officer

personally appeared MARK MILNER  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature Liza Reyes  
Signature of Notary Public

## OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

### Description of Attached Document

Title or Type of Document: PATENT ASSIGNMENT

Document Date: UNDATED Number of Pages: 5

Signer(s) Other Than Named Above: —

### Capacity(ies) Claimed by Signer(s)

Signer's Name: MARK MILNER

- ☐ Individual  
☒ Corporate Officer — Title(s): CFO  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney in Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

SEXY HAIR

RIGHT THUMBPRINT  
OF SIGNER  
Top of thumb here

Signer's Name: \_\_\_\_\_

- ☐ Individual  
☐ Corporate Officer — Title(s): \_\_\_\_\_  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney in Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

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OF SIGNER  
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Date Here Insert Name and Title of the Officer

personally appeared MARK MILNER  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature [Signature]  
Signature of Notary Public

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### Capacity(ies) Claimed by Signer(s)

Signer's Name: MARK MILNER

- ☐ Individual  
☒ Corporate Officer — Title(s): CEO  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney in Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

Signer Is Representing: SEXY HAIR

RIGHT THUMBPRINT  
OF SIGNER  
Top of thumb here

Signer's Name: \_\_\_\_\_

- ☐ Individual  
☐ Corporate Officer — Title(s): \_\_\_\_\_  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney in Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

RIGHT THUMBPRINT  
OF SIGNER  
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