

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/06/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Wella Corporation		05/06/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Wella Aktiengesellschaft
Street Address:	Berliner Allee 65
City:	64274 Darmstadt
State/Country:	GERMANY
Entity Type:	CORPORATION: GERMANY

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	0553747	LIFE-TEX
Registration Number:	2494661	LIFETEX

CORRESPONDENCE DATA

Fax Number: (213)892-9494
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (213) 892-9200
 Email: laipdocket@fulbright.com, lware@fulbright.com
 Correspondent Name: M. John Carson - Fulbright & Jaworski
 Address Line 1: 555 So. Flower Street
 Address Line 2: 41st Floor
 Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	7130-149/10500261
-------------------------	-------------------

DOMESTIC REPRESENTATIVE

Name: M. John Carson/Fulbright & Jaworski LLP

CH \$65.00 0553747

Address Line 1: 555 South Flower Street
Address Line 2: 41st Floor
Address Line 4: Los Angeles, CALIFORNIA 90071

NAME OF SUBMITTER:	M. John Carson
Signature:	/M. John Carson/
Date:	02/03/2007

Total Attachments: 3
source=7130-148 - 7130-149 assignment#page1.tif
source=7130-148 - 7130-149 assignment#page2.tif
source=7130-148 - 7130-149 assignment#page3.tif

TRADEMARK
ASSIGNMENT

WHEREAS, THE WELLA CORPORATION, a Delaware Corporation (Assignor), having its principal place of business at 6109 De Soto Avenue, Woodland Hills, California 91367, is the owner of the trademark and trademark application, and the goodwill connected therewith, listed in Exhibit A attached hereto (hereinafter referred to as I.P.);

WHEREAS, WELLA AKTIENGESELLSCHAFT, a German Corporation (Assignee), is desirous of acquiring the entire and exclusive right, title and interest in and to the said I.P. in the United States and throughout the world;

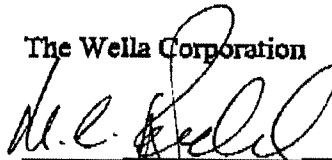
NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, by these presents does hereby sell, assign, transfer and set over unto the said Assignee, its successors and assigns, the entire and exclusive right, title and interest in and to said I.P., in the United States and throughout the world; and further agrees to sign all papers and perform all acts, without any further compensation but at no cost or expense to them, as said Assignee may deem necessary to make this Assignment fully effective, and to execute all papers and do all other lawful acts that may reasonably be required by Assignee in order to make or prosecute applications for trademark of the United States and of any and all other countries, or that may be required to vest ownership of such applications and trademarks in Assignee, or to maintain, preserve or enforce the rights of Assignee in such. In the event that Assignee is unable for any reason whatsoever to secure Assignor's signature to any lawful and necessary document required or desirable as stated above, Assignor hereby irrevocably designates and appoints Assignee, and its duly authorized officers and agents, as Assignor's agent and attorney-in-fact to act for and on Assignor's behalf and stead, to execute and file any such applications, and to do all other lawfully permitted acts to further the ownership, prosecution and issuance of any copyrights, trademarks or patents, and other implementations as stated above with the same legal force and effect as if executed by Assignor.

And Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue the said United States Trademark registrations to said Assignee, its successors and assigns.

The Wella Corporation

Dated: *May 6, 2004*

BY:



Mark C. Riedel, Vice President

...

EXHIBIT A

<u>Registration No.</u>	<u>Registration Date</u>	<u>Mark Name</u>	<u>Our Docket No.</u>
0553747	January 22, 1952	LIFE-TEX	7213-105XX
2494661	October 2, 2001	LIFETEX	