

02-11-2003



Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

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**TRADEMARKS ONLY**

T U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): Sebastian International, Inc. <b>2.7.03</b></p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation-State (Delaware)  <input type="checkbox"/> Other:</p> <p>Additional name(s) of conveying party(ies) attached?      <input type="checkbox"/> Yes  <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): Name: <u>THE WELLA CORPORATION</u></p> <p>Internal Address: Street Address: <u>6109 DeSoto Avenue</u></p> <p>City: <u>Woodland Hills,</u> State: <u>California</u>      Zip: <u>91367</u></p> <p><input type="checkbox"/> Individual(s) citizenship: _____  <input type="checkbox"/> Association: _____  <input type="checkbox"/> General Partnership: _____  <input type="checkbox"/> Limited Partnership: _____  <input checked="" type="checkbox"/> Corporation-State: _____  <input type="checkbox"/> Other: _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached:      <input type="checkbox"/> Yes  (Designations must be a separate document from assignment)      <input type="checkbox"/> No</p> <p>Additional name(s) &amp; address(es) attached?      <input type="checkbox"/> Yes      <input checked="" type="checkbox"/> No</p>
<p>3. Nature of Conveyance:</p> <p><input type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name  <input checked="" type="checkbox"/> Other: <u>CONSENT TO REGISTER</u></p> <p>Execution Date: <u>December 21, 2001</u></p>	

<p>4. Application Number(s) or Registration Number(s):</p> <p>A. Trademark Application No.(s): <u>78/181,040</u> <u>"SO BRILLIANT"</u></p> <p>Additional numbers attached?      <input type="checkbox"/> Yes      <input checked="" type="checkbox"/> No</p> <p>B. Trademark Registration No.(s):</p>	
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>M. John Carson, Esq.</u></p> <p>Internal Address: Atty. Dkt.: <u>7213-195XX/10212340</u></p> <p>Street Address: <u>FULBRIGHT &amp; JAWORSKI LLP</u> <u>865 S. Figueroa Street</u> <u>29<sup>th</sup> Floor</u></p> <p>City: <u>Los Angeles</u>      State: <u>CA</u>      Zip: <u>90017-2576</u></p>	<p>6. Total Number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41)      \$ <u>40.00</u></p> <p><input type="checkbox"/> Enclosed  <input checked="" type="checkbox"/> Authorized to be charged to Deposit Account  <input type="checkbox"/> Authorized to be charged to credit card (Form 2038 enclosed)</p> <p>8. Deposit account number: <u>50-0337</u> (Attach duplicate copy of this page if paying by deposit account)</p>
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**DO NOT USE THIS SPACE**

9. Statement and signature:  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

M. John Carson      [Signature]      January 29, 2003  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 5

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**TRADEMARK**  
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TRADEMARK  
A S S I G N M E N T

WHEREAS, SEBASTIAN INTERNATIONAL, INC., a California Corporation, having its principal place of business at 6109 DeSoto Avenue, Woodland Hills, California 91367 (Assignor), 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, THE WELLA CORPORATION, a Delaware Corporation, having its principal place of business at 6109 DeSoto Avenue, Woodland Hills, California 91367 (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;

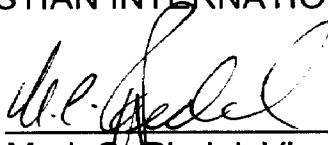
NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, by these presents does hereby sell, assign, transfer and set over unto the said Assignee, its successors and assigns, the entire and exclusive 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.

SEBASTIAN INTERNATIONAL, INC.

Dated: January 17, 2003

BY:   
Mark C. Riedel, Vice President

**EXHIBIT A**

<u>Application/ Registration No.</u>	<u>Application/ Registration Date</u>	<u>Mark Name</u>	<u>Our Docket No.</u>
78/181,040	November 1, 2002	So Brilliant	7213-195