

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unilever Supply Chain, Inc.		02/14/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Selective Beauty Brands LLC		
Street Address:	141 West Jackson Blvd., Suite 3620		
City:	CHICAGO		
State/Country:	ILLINOIS		
Postal Code:	60604		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1479236	SALON SELECTIVES	
Registration Number:	1479244	SALON SELECTIVES	
Registration Number:	1523097	SALON SELECTIVES	
Registration Number:	2650555	SALONSELECTIVES	
Registration Number:	2635066	SALONSELECTIVES	
CORRESPONDENCE DATA			
Fax Number:	(312)577-4565		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-577-8265		
Email:	kristin.brozovic@kattenlaw.com		
Correspondent Name:	Kristin Brozovic c/o Katten Muchin		
Address Line 1:	525 W Monroe Street		
Address Line 4:	CHICAGO, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	334895-29		

CH \$140.00 1479236

NAME OF SUBMITTER:	Kristin Brozovic
Signature:	/Kristin Brozovic/
Date:	02/15/2008
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

FEB.14.2008 12:28

EXHIBIT 2**TRADEMARK ASSIGNMENT**

WHEREAS, UNILEVER SUPPLY CHAIN, INC., a corporation organized and existing under the laws of Delaware with an address at 1 John Street, Clinton, Connecticut 06413 (hereinafter called "ASSIGNOR") is owner of the right, title and interest in and to the trademarks, and all registrations therefor in the U.S. Patent and Trademark Office, listed on the attached Schedule A, and the trade dress associated with the trademarks (hereinafter called "TRADEMARKS"), and

WHEREAS, SELECTIVE BEAUTY BRANDS LLC, a limited liability company organized and existing under the laws of Delaware, with an address at 141 West Jackson Boulevard, Suite 3620, Chicago, Illinois 60604 (hereinafter called "ASSIGNEE") is desirous of acquiring the said TRADEMARKS,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all of ASSIGNOR's rights, title and interest in and to the TRADEMARKS, including, without limitation, all common law rights therein, together with the goodwill of the business connected with and symbolized by said TRADEMARKS and the right to prosecute and recover damages for all present and future infringements or other violations of the TRADEMARKS and for all past infringements or other violations of the TRADEMARKS occurring on or after December 22, 2006. ASSIGNOR shall, promptly upon ASSIGNEE's request, execute and deliver to ASSIGNEE any and all further documents, and perform such other acts, as ASSIGNEE or its successors or assigns may deem reasonably necessary to effect the foregoing assignment and vest in ASSIGNEE all of ASSIGNOR's rights, title and interest in and to the TRADEMARKS.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this assignment to be executed effective as of the 14th day of February, 2008.

UNILEVER SUPPLY CHAIN, INC.

By: [Signature]
Name: DEWIS M. HARMEN
Title: PRESIDENT

FEB.14.2008 12:28

SCHEDULE A

TRADEMARKS

TRADEMARK	REGISTRATION NO.
SALON SELECTIVES	1,479,236
SALON SELECTIVES	1,479,244
SALON SELECTIVES	1,523,097
SALON SELECTIVES and Design	2,650,555
SALONSELECTIVES	2,635,066