

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
Henkel AG & Co. KGaA		06/10/2008	Kommanditgesellschaft auf Aktien (partnership limited by shares): GERMANY
RECEIVING PARTY DATA			
Name:	Henkel Consumer Goods Inc.		
Street Address:	19001 N. Scottsdale Road		
City:	Scottsdale, AZ		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2432453	THICKER FULLER HAIR	
Registration Number:	2367329	THICKER FULLER HAIR	
CORRESPONDENCE DATA			
Fax Number:	(480)754-3789		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@us.henkel.com, susan.evans@us.henkel.com		
Correspondent Name:	A. Kate Huffman, Susan F. Evans		
Address Line 1:	19001 N. Scottsdale Road		
Address Line 2:	Legal Dept., M.S. 04.50		
Address Line 4:	Scottsdale, ARIZONA 85255		
NAME OF SUBMITTER:	Susan F. Evans		
Signature:	/susan f. evans/		
Date:	06/11/2009		

CH \$65.00 2432453

Total Attachments: 1

source=Thicker Fuller Hair US assignment#page1.tif

TRADEMARK ASSIGNMENT

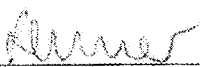
WHEREAS, Henkel AG & Co. KGaA (hereafter "Assignor"), a German partnership limited by shares, having a place of business at 67 Henkelstrasse, Düsseldorf, 40589, Germany, is the owner of US Trademark Registration No. 2432453 for the mark THICKER FULLER HAIR, and US Trademark Registration No. 2367329 for the mark THICKER FULLER HAIR and Design (hereafter collectively the "Trademarks"); and

WHEREAS, Henkel Consumer Goods, Inc. (hereafter "Assignee"), a Delaware corporation having a place of business at 15501 North Dial Boulevard, Scottsdale, Arizona, 85260, USA, desires to acquire the entire, right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the last date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the good will symbolized by said Trademarks and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademarks, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have signed this Trademark Assignment as of the dates set forth below.

HENKEL AG & CO. KGaA


By: 
Joachim Renner
Title: Corporate TM Counsel

Date: June 10, 2008

By: 
Claudia Reime
Title: TM Manager

Date: June 10, 2008

HENKEL CONSUMER GOODS, INC.

By: 
Brad A. Gazaway
Title: Vice President, Corporate Counsel
& Assistant Secretary

Date: 6/14/08