

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Alleghany Pharmacal Corporation		11/10/2011	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Inspired Beauty Brands, Inc.
Street Address:	277 Northern Blvd.
City:	Great Neck
State/Country:	NEW YORK
Postal Code:	11021
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 37

Property Type	Number	Word Mark
Serial Number:	85009959	NATURAL ESSENTIALS
Serial Number:	85122320	CURL MAX
Serial Number:	76679365	BOUNCY SHINY CURLS
Serial Number:	76617684	DIAMOND GIRL
Serial Number:	75110730	FRIZZ REMEDY
Serial Number:	73274124	GELAVE
Serial Number:	73667929	HAIR OFF
Serial Number:	73626761	HASK
Serial Number:	73020354	HASK MD
Serial Number:	76314676	HENNA 'N' PLACENTA
Serial Number:	78535472	HUNGREX
Serial Number:	73311989	IPR-3
Serial Number:	74021431	JHIRMACK
Serial Number:	73280477	JHIRMACK

CH \$940.00 85009959

Serial Number:	71546757	LUSTRASILK
Serial Number:	75314387	LUXURY CARE
Serial Number:	76698541	MOISTURE MAX
Serial Number:	74200206	NATURE WAVE
Serial Number:	73503666	NUTRA FIX
Serial Number:	76241009	NUTRA NAIL POWER GEL
Serial Number:	73125728	NUTRANAIL
Serial Number:	73401666	NUTRI-BODY
Serial Number:	74080881	PURE SHINE
Serial Number:	76674450	PURE SHINE
Serial Number:	74347089	RIGHT BACK
Serial Number:	73472430	RIGHT ON
Serial Number:	73388999	RIGHT ON
Serial Number:	73310918	RIGHT ON CURL
Serial Number:	73837593	SALON STYLE
Serial Number:	76679363	SPRAY IT STRAIGHT
Serial Number:	76679364	SPRAY-IT CURLY
Serial Number:	76659698	SUDDENLY STRAIGHT
Serial Number:	73719986	THIX
Serial Number:	73207548	VIGOROL
Serial Number:	74488409	WILLOW LAKE
Serial Number:	75546610	SHINE
Serial Number:	85265291	LUSTRASILK

**CORRESPONDENCE DATA**

Fax Number: 6504936811  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 858-350-2300  
Email: smmartin@wsgr.com  
Correspondent Name: Matthew J. Bresnahan, Esq.  
Address Line 1: 650 Page Mill Road  
Address Line 4: Palo Alto, CALIFORNIA 94304

ATTORNEY DOCKET NUMBER:	39375-900
NAME OF SUBMITTER:	Sarah Rollins
Signature:	/Sarah Rollins/

**TRADEMARK**

**REEL: 004785 FRAME: 0008**

05/22/2012

**Total Attachments: 5**

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source=Alleghany to Inspired Beauty (3)#page2.tif

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**STATE OF NEW YORK**  
**DEPARTMENT OF STATE**

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of  
the Department of State, at the City of  
Albany, on November 18, 2011.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro  
First Deputy Secretary of State

Rev. 05/09

CT-07

CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF  
ALLEGHANY PHARMACAL CORPORATION  
UNDER SECTION 805 OF THE BUSINESS CORPORATION LAW

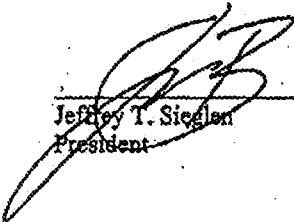
Alleghany Pharmacal Corporation, a corporation organized and existing under the laws of the State of New York (the "Corporation"), hereby certifies that:

1. The name of the Corporation is Alleghany Pharmacal Corporation. The Corporation was formed under the name General Vitamin Corporation.
2. The Corporation's original Certificate of Incorporation was filed with the Department of State of the State of New York on August 27, 1971. The Corporation was formed under the Business Corporation Law of the State of New York (the "NYBCL").
3. Article FIRST of the Corporation's Certificate of Incorporation relating to the Corporation's name is hereby amended to read in its entirety as follows:

"FIRST: The name of the corporation is Inspired Beauty Brands, Inc."

4. This Certificate of Amendment was authorized by the vote of a majority of the entire board of directors of the Corporation acting by unanimous written consent in accordance with Sections 708(b) and 803(a) of the NYBCL followed by a majority of all outstanding shares entitled to vote thereon acting by unanimous written consent in accordance with Sections 615 and 803(a) of the NYBCL.

IN WITNESS WHEREOF this Certificate of Amendment has been signed and the statements made herein affirmed as true under the penalties of perjury this 10 day of Nov, 2011.

  
\_\_\_\_\_  
Jeffrey T. Sieglan  
President

CT-07

11111800021

RECEIVED

2011 NOV 17 PM 4:08

Certificate of Amendment of the  
Certificate of Incorporation  
of  
Alleghany Pharmacal Corporation

Under Section 805 of the Business Corporation Law

STATE OF NEW YORK  
DEPARTMENT OF STATE

FILED NOV 18 2011

TAXS

BY:

*ice*  
*Wd*  
New York

FILED

2011 NOV 18 AM 7:50

Filed by:

Sheri Martin  
Wilson Sonsini Goodrich & Rosati, 12235 El Camino Real, Suite 200  
San Diego, California 92130

cst ref# 8303267mc

**DRAWDOWN**

NY102 - 03/21/07 C T System Online

*020*  
file 2 of 2

TRADEMARK

REEL: 004785 FRAME: 0012

FILING RECEIPT

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ENTITY NAME: INSPIRED BEAUTY BRANDS, INC.

DOCUMENT TYPE: AMENDMENT (DOMESTIC BUSINESS)  
NAME

COUNTY: NEWY

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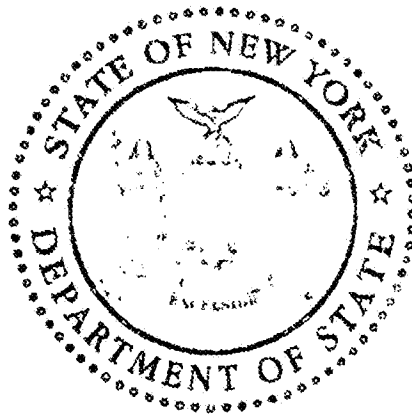
FILED:11/18/2011 DURATION:\*\*\*\*\* CASH#:111118000020 FILM #:111118000021

FILER:

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SHERI MARTIN  
WILSON SONSINI GOODRICH & ROSATI  
12235 EL CAMINO REAL, SUITE 200  
SAN DIEGO, CA 92130

ADDRESS FOR PROCESS:  
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REGISTERED AGENT:  
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SERVICE COMPANY: CT CORPORATION SYSTEM - 07

SERVICE CODE: 07

FEEs            120.00  
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FILING           60.00  
TAX              0.00  
CERT             0.00  
COPIES          10.00  
HANDLING        50.00

PAYMENTS       120.00  
-----  
CASH             0.00  
CHECK            0.00  
CHARGE           0.00  
DRAWDOWN        120.00  
OPAL             0.00  
REFUND           0.00

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8303267MC

DOS-1025 (04/2007)

FILING RECEIPT

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ENTITY NAME: INSPIRED BEAUTY BRANDS, INC.

DOCUMENT TYPE: CANCELLATION OF RESERVATION (FOR-BUS)

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FILED:11/18/2011 DURATION:\*\*\*\*\* CASH#:111118000018 FILM #:111118000019

FILER:

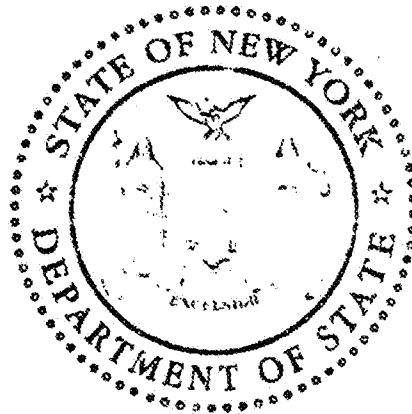
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INSPIRED BEAUTY BRANDS, INC.  
C/O SHERRI MARTIN, WISLON SONSINI  
12235 EL CAMINO REAL, SUITE 200  
SAN DIEGO, CA 92130

ADDRESS FOR PROCESS:

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REGISTERED AGENT:

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\*\* SUBMIT RECEIPT WHEN FILING CERTIFICATE \*\*

APPLICANT NAME :

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SERVICE COMPANY: CT CORPORATION SYSTEM - 07 SERVICE CODE: 07

FEES	45.00	PAYMENTS	45.00
FILING	20.00	CASH	0.00
TAX	0.00	CHECK	0.00
CERT	0.00	CHARGE	0.00
COPIES	0.00	DRAWDOWN	45.00
HANDLING	25.00	OPAL	0.00
		REFUND	0.00

8303267MC

DOS-1025 (04/2007)