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Filing date: **07/17/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92050962
Party	Defendant Beauty Holding LLC
Correspondence Address	Daniel M. Vincenzo Beauty Holding LLC 3001 Colorado Blvd. Denton, TX 76210 UNITED STATES sogletree@sallybeauty.com, trademarks@sallybeauty.com
Submission	Voluntary Surrender Of Registration
Filer's Name	Sheila Ogletree
Filer's e-mail	sogletree@sallybeauty.com, trademarks@sallybeauty.com
Signature	/sheilaogletree/
Date	07/17/2009
Attachments	ShakeitUpShiner.VoluntarySurrenderofReg.WithdrawalofPetiton.pdf (4 pages) (764702 bytes)

**IN THE UNITED STATES PATENT TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Unilever Supply Chain, Inc.)	
Petitioner)	Cancellation No.: 92050962
)	Mark: SHAKE IT UP SHINER
v.)	Registration No. 2,861,223
)	Registered: July 6, 2004
Beauty Holding LLC)	International Class: 003
Registrant)	
)	

**VOLUNTARY SURRENDER OF REGISTRATION
FOR CANCELLATION WITH CONSENT
AND WITHDRAWAL OF PETITION FOR CANCELLATION**

The above-identified Registrant requests that Registration No. 2,861,223 be surrendered in accordance with the provisions of Section 7(e) of the Trademark Act of July 5, 1946, 15 U.S.C. § 1057(e). A copy of the Certificate of Registration No. 2,861,223 is enclosed herewith. As reflected by the signatures of counsel for the Petitioner and Registrant below, this voluntary surrender of registration for cancellation is submitted with the consent of the Petitioner and Registrant pursuant to 37 C.F.R. § 2.134(a).

Conditioned on the acceptance and entry of the foregoing surrender, Petitioner hereby withdraws its Petition for Cancellation, Cancellation No. 92050962 without prejudice pursuant to 37 C.F.R. § 2.114(c).

Dated: July 17, 2009

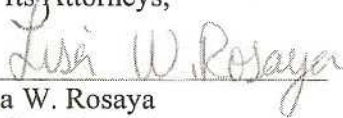
BEAUTY HOLDING LLC
By Its Attorney,



Sheila Ogletree, Esq.
Legal Department
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(940) 297-4963
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sogletree@sallybeauty.com

Dated: July 6, 2009

UNILEVER SUPPLY CHAIN, INC.
By Its Attorneys,



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Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 2,861,223

Registered July 6, 2004

**TRADEMARK
PRINCIPAL REGISTER**

SHAKE IT UP SHINER

BEAUTY HOLDING COMPANY, INC. (DELA-
WARE CORPORATION)
25 CHURCH STREET
HAMILTON HM12, BERMUDA

FOR: HAIR CARE PREPARATIONS, IN CLASS 3
(U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 3-1-2002; IN COMMERCE 3-1-2002.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SHINER", APART FROM THE
MARK AS SHOWN.

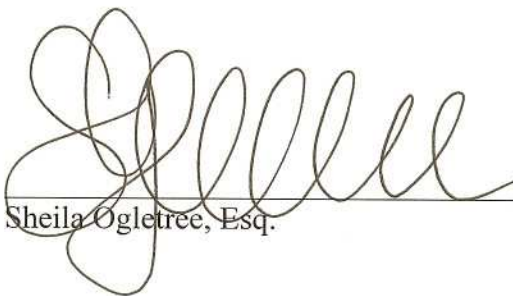
SN 78-086,110, FILED 9-28-2001.

AMY HELLA, EXAMINING ATTORNEY

CERTIFICATE OF SERVICE

I hereby certify that I served the foregoing VOLUNTARY SURRENDER OF REGISTRATION FOR CANCELLATION WITH CONSENT AND WITHDRAWAL OF PETITION FOR CANCELLATION upon Unilever Supply Chain, Inc. on this 17th day of July, 2009, by sending a true copy to Unilever Supply Chain, Inc.'s counsel by e-mail and U.S. Mail at the address listed below:

Lisa W. Rosaya
Baker & McKenzie LLP
1114 Avenue of the Americas
New York, New York 10036



Sheila Ogletree, Esq.