

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GE Business Financial Services, Inc.		12/31/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Sally Holdings LLC
Street Address:	3001 Colorado Boulevard
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	Beauty Holding LLC
Street Address:	3001 Colorado Boulevard
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	Armstrong McCall, L.P.
Street Address:	3001 Colorado Boulevard
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	LIMITED PARTNERSHIP: TEXAS

Name:	Innovations-Successful Salon Services
Street Address:	3001 Colorado Boulevard
City:	Denton
State/Country:	TEXAS

900180546

TRADEMARK
 REEL: 004444 FRAME: 0501

CH \$3565.00 2929115

Postal Code:	76210
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 142

Property Type	Number	Word Mark
Registration Number:	2929115	AROMA AESTHETICS
Registration Number:	2025319	COSMOPROF
Registration Number:	2043011	COSMOPROF
Registration Number:	2806580	ARNOLD'S
Registration Number:	2797492	ARNOLD'S
Registration Number:	2775506	ARNOLD'S BEAUTY SUPPLIES & EQUIPMENT SINCE 1884
Registration Number:	2756465	CHAIN LINK
Registration Number:	1673793	ARMSTRONG-MCCALL
Registration Number:	1675418	ARMSTRONG MCCALL
Registration Number:	2972621	BSG
Registration Number:	3512597	NATURAL IONIC ENERGY
Registration Number:	3401828	NATURAL 7 OIL
Registration Number:	3240784	STYLE IT UP
Registration Number:	3198974	HEEL TO TOE
Registration Number:	3171626	PARTY ON
Registration Number:	3226202	HIDE RIDGES
Registration Number:	3171617	ION SENSITIVE SCALP
Registration Number:	3193418	WEST COAST BEAUTY SYSTEMS
Registration Number:	3128126	DERANGED
Registration Number:	3207377	MAD MUD
Registration Number:	3269238	BRUSH STROKES
Registration Number:	2826521	SMOOTH SHOT
Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	2885024	SPIKE IT
Registration Number:	2885035	AIR HEAD
Registration Number:	2882901	BEYOND THE ZONE
Registration Number:	2796158	END GAME
Registration Number:	2796157	ADAMANT
Registration Number:	2861295	RASPBERRY KAMIKAZE
Registration Number:	2861230	COLOR JAMZ

Registration Number:	2846368	CLEAR VISION
Registration Number:	2770299	NAIL INSURANCE
Registration Number:	2850945	SALON CARE
Registration Number:	2849567	FACE SECRETS
Registration Number:	2846710	BEYOND BELIEF
Registration Number:	2768235	FUNG END
Registration Number:	2846753	METAGRIP
Registration Number:	2846498	FACE SECRETS
Registration Number:	2765631	AIR WAX
Registration Number:	2762853	PROCLAIM
Registration Number:	2938238	CURL-IT-UP
Registration Number:	2837203	SURF WAX
Registration Number:	2830863	SPLIT MENDER
Registration Number:	2830853	FLIPPED OUT
Registration Number:	2830813	GET'N CREAMED
Registration Number:	2748694	NAIL INSURANCE
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2810775	SALLY BEAUTY
Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	2806741	SAVAGE BRONZE
Registration Number:	2799286	SALLY BEAUTY SUPPLY
Registration Number:	2793048	PROTEIN COCKTAIL
Registration Number:	2789827	BADA BING
Registration Number:	2765665	NOODLE HEAD
Registration Number:	2765791	SALON CARE
Registration Number:	2760298	ION
Registration Number:	2724419	FROZEN STIFF
Registration Number:	2765664	LAST CALL
Registration Number:	2582384	SALLY BEAUTY
Registration Number:	2663411	STIFF ENUFF
Registration Number:	3127864	RHINO
Registration Number:	3011362	SHEER GLORY
Registration Number:	3136681	SILKEN CHILD
Registration Number:	3166089	MEGASILK
Registration Number:	3174884	SILK ELEMENTS REVIVE & RESTORE

TRADEMARK

REEL: 004444 FRAME: 0503

Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	2962331	COLOR BOMBZ
Registration Number:	2920799	SALLY BEAUTY
Registration Number:	2928859	ACID SHOCK
Registration Number:	2923001	BEYOND THE ZONE
Registration Number:	3163414	WEST COAST BEAUTY SUPPLY
Registration Number:	2930699	SALON FOCUS PROMOTION GUIDE
Registration Number:	2958454	TRIPPED OUT
Registration Number:	2920708	CRYSTAL NAIL THICK
Registration Number:	2920707	CRYSTAL NAIL QUICK
Registration Number:	2920706	CRYSTAL NAIL GLASS
Registration Number:	2922828	CRYSTAL NAIL BLOCK
Registration Number:	2893446	BEE KISSED
Registration Number:	2958195	VELVETEEN
Registration Number:	3024383	ION NEGA-CLEAN
Registration Number:	3068960	SAVVY
Registration Number:	3024369	LICE-TRAP
Registration Number:	2936960	PROCLAIM
Registration Number:	3060854	MAD ARTIST
Registration Number:	2855190	PARABOLIC
Registration Number:	3112537	STRAIGHT LACED
Registration Number:	2896352	BULB HEAD
Registration Number:	3114792	EMERGENCY SERVICE
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	3127498	BEAUTIQUE
Registration Number:	3071665	SCENTS OF WELLNESS
Registration Number:	3058114	PUMP UP THE VOLUME
Registration Number:	2968063	GRIPPER
Registration Number:	3127488	SALLY GIRL
Registration Number:	2855008	FLASHER
Registration Number:	3071641	ION
Registration Number:	3086020	BEACH HEAD
Registration Number:	3419030	HOT N SILKY
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	2652574	QUICK WHITE

Registration Number:	2675527	ROCK ON
Registration Number:	2664414	BUBBLE HEAD
Registration Number:	2650144	NAIL LIFE
Registration Number:	2605701	PREP B-4
Registration Number:	2531921	BIOLINK
Registration Number:	2392377	BATH SECRETS
Registration Number:	2360769	POWER LIFT
Registration Number:	2359609	MEDILIP
Registration Number:	2316754	SALLY
Registration Number:	2472404	GRABBER
Registration Number:	2535551	SALLYCARES
Registration Number:	2425130	WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.
Registration Number:	2418929	PUCKER UPS
Registration Number:	2562797	BLOND BRILLIANCE
Registration Number:	2436005	DAMAGE FREE
Registration Number:	2412858	AMPLITUDE
Registration Number:	2322182	WILDEST DREAMS
Registration Number:	2362945	STIFF HEAD
Registration Number:	2301571	SALON CARE
Registration Number:	2265665	BEYOND BELIEF
Registration Number:	2249895	BEST TRESSED
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	2029967	QUICKSHIP
Registration Number:	2404574	PROCLAIM
Registration Number:	2540686	SALON CARE
Registration Number:	2114289	BEAUTIQUE
Registration Number:	2083563	SALON CARE
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	2088126	SURE-BOND
Registration Number:	1763527	SALLY
Registration Number:	1769609	NET EFFECT
Registration Number:	1884486	BEAUTY SECRETS
Registration Number:	1678208	FOR PERMS ONLY
Registration Number:	1284849	WET LOOK

Registration Number:	1320267	ION
Registration Number:	1194950	HAIR SCULPTOR
Registration Number:	1152062	PRO CARE
Registration Number:	1187293	FINGERPAINTS
Registration Number:	806155	NATURAL BALANCE
Registration Number:	802481	NATURAL BALANCE
Registration Number:	799630	NEW IMAGE
Registration Number:	799629	NEW IMAGE

CORRESPONDENCE DATA

Fax Number: (202)408-3141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 800-927-9801 x2348
Email: jpaterso@cscinfo.com
Correspondent Name: Corporation Service Company
Address Line 1: 1090 Vermont Avenue NW, Suite 430
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	633341-1
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	01/05/2011

Total Attachments: 8
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**RECORDATION FORM COVER SHEET
 TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p>1. Name of conveying party(ies): GE Business Financial Services, Inc.</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: <u>DE</u> <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) _____</p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) <input checked="" type="checkbox"/> Yes Additional names, addresses, or citizenship attached? <input type="checkbox"/> No</p> <p>Name: <u>Pls see pg. 2 of Release for Internal list</u> Address: _____ Street Address: <u>3001 Colorado Blvd.</u> City: <u>Denton</u> State: <u>TX</u> Country: <u>USA</u> Zip: <u>76210</u></p> <p> <input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input checked="" type="checkbox"/> Corporation Citizenship _____ <input type="checkbox"/> Other _____ Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>
<p>3. Nature of conveyance)/Execution Date(s) : Execution Date(s) <u>12/31/10</u></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>Release of Security Interest</u></p>	
<p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) _____ See Schedule <u>A</u></p> <p style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): _____</p>	
<p>5. Name & address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Corporation Service Company</u> Internal Address: <u>Suite 210</u> _____ Street Address: <u>1180 Avenue of the Americas</u> _____ City: <u>New York</u> State: <u>NY</u> Zip: <u>10036</u> Phone Number: <u>212-299-5600</u> Fax Number: <u>212-299-5656</u> Email Address: _____ ORDER# <u>634205</u></p>	<p>6. Total number of applications and registrations involved: 143</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____</p> <p> <input type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed</p> <p>8. Payment Information:</p> <p>Deposit Account Number _____ Authorized User Name _____</p>
<p>9. Signature: <u>[Signature]</u> <u>1/5/11</u> _____ Date <u>Laura A. Cadogan</u> _____ Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: 8</p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**RELEASE OF SECURITY
INTEREST IN TRADEMARK**

KNOW ALL MEN BY THESE PRESENTS, that GE BUSINESS FINANCIAL SERVICES, INC., successor by merger to Merrill Lynch Capital, a division of Merrill Lynch Business Financial Services Inc. ("Secured Party"), having an office at 500 West Monroe Street, 12th Floor, Chicago, IL 60661-3679, DOES HEREBY CERTIFY that the security interest it holds in certain trademarks of SALLY HOLDINGS LLC, a Delaware limited liability company, BEAUTY HOLDING LLC, a Delaware limited liability company, ARMSTRONG MCCALL, L.P., a Texas limited partnership, and INNOVATIONS – SUCCESSFUL SALON SERVICES, a California corporation (collectively, "Debtor"), having a place of business at 3001 Colorado Boulevard, Denton, TX 76210, pursuant to that certain agreement recorded in the United States Patent and Trademark Office on November 30, 2006 at Reel 3435 Frame 0806 (as heretofore amended, modified or supplemented, the "Trademark Security Agreement"), which trademarks are more fully identified on Schedule A annexed hereto and made a part hereof, are released and discharged. In connection therewith, the Secured Party (i) relinquishes its security interest in the foregoing property, (2) reassigns to the Debtor all right title, and interest that it may have had in the foregoing property, including the goodwill associated therewith, any and all applications or registrations therefor, and the right to sue for past, present and future infringements, and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits, and (3) acknowledges and agrees that any right, title or interest of Secured Party in the intellectual property of the Debtor including the trademarks listed on Schedule A, does hereby cease and become void.

[SIGNATURE PAGE ON NEXT PAGE]

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in trademarks and trademark applications to be executed by its duly authorized corporate officer this 31 day of December 2010.

GE BUSINESS FINANCIAL SERVICES,
INC., successor by merger to Merrill Lynch
Capital, a division of Merrill Lynch
Business Financial Services Inc.

By *Michael P. Keller*

Title: Duly Authorized Signatory

SCHEDULE A

TRADEMARKS AND TRADENAMES

Trademark	Registration Number	Registration Date
AROMA AESTHETICS	292115	03/01/2005
COSMOPROF	2025319	12/24/1996
COSMOPROF	2043011	03/11/1997
ARNOLD'S	2806580	01/20/2004
ARNOLD'S	2797492	12/23/2003
ARNOLD'S BEAUTY SUPPLIES & EQUIPMENT SINCE 1884	2775506	10/21/2003
CHAIN LINK	2756465	08/26/2003
ARMSTRONG- MCCALL	1673793	01/28/1992
ARMSTRONG- MCCALL	1675418	02/11/1992
BSG	2972621	07/19/2005
NATURAL IONIC ENERGY	3512597	10/07/2008
NATURAL 7 OIL	3401828	03/25/2008
STYLE IT UP	3240784	05/08/2007
HEEL TO TOE	3198974	01/16/2007
PARTY ON	3171626	11/14/2006
HIDE RIDGES	3226202	04/03/2007
ION SENSITIVE SCALP	3171617	11/14/2006
WEST COAST BEAUTY SYSTEMS	3193418	01/02/2007
DERANGED	3128126	08/08/2006
MAD MUD	3207377	02/13/2007
BRUSH STROKES	3269238	07/24/2007
SMOOTH SHOT	2826521	03/23/2004
BEAUTY SECRETS	2887503	09/21/2004
SPIKE IT	2885024	09/14/2004
AIR HEAD	2885035	09/14/2004

BEYOND THE ZONE	2882901	09/07/2004
END GAME	2796158	12/16/2003
ADAMANT	2796157	12/16/2003
RASPBERRY KAMIKAZE	2861295	07/06/2004
COLOR JAMZ	2861230	07/06/2004
CLEAR VISION	2846368	05/25/2004
NAIL INSURANCE	2770299	09/30/2003
SALON CARE	2850945	06/08/2004
FACE SECRETS	2849567	06/01/2004
BEYOND BELIEF	2846710	05/25/2004
FUNG END	2768235	09/23/2003
METAGRIP	2846753	05/25/2004
FACE SECRETS	2846498	05/25/2004
AIR WAX	2765631	09/16/2003
PROCLAIM	2762853	09/09/2003
CURL-IT-UP	2938238	04/05/2005
SURF WAX	2837203	04/27/2004
SPLIT MENDER	2830863	04/06/2004
FLIPPED OUT	2830853	04/06/2004
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NAIL INSURANCE	2748694	08/05/2003
COLOR DEFENSE	2823066	03/16/2004
SALLY BEAUTY	2810775	02/03/2004
FEELS LIKE NEW	2811813	02/03/2004
SAVAGE BRONZE	2806741	01/20/2004
SALLY BEAUTY SUPPLY	2799286	12/23/2003
PROTEIN COCKTAIL	2793048	12/09/2003
BADA BING	2789827	12/02/2003
NOODLE HEAD	2765665	09/16/2003
SALON CARE	2765791	09/16/2003
ION	2760298	09/02/2003
FROZEN STIFF	2724419	06/10/2003
LAST CALL	2765664	09/16/2003
SALLY BEAUTY	2582384	06/18/2002
STIFF ENUFF	2663411	12/17/2002
RHINO	3127864	08/08/2006
SHEER GLORY	3011362	11/01/2005
SILKEN CHILD	3136681	08/29/2006
MEGASILK	3166089	10/31/2006

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BEYOND THE ZONE	2923001	02/01/2005
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SALON FOCUS PROMOTION GUIDE	2930699	03/08/2005
TRIPPED OUT	2958454	05/31/2005
CRYSTAL NAIL THICK	2920708	01/25/2005
CRYSTAL NAIL QUICK	2920707	01/25/2005
CRYSTAL NAIL GLASS	2920706	01/25/2005
CRYSTAL NAIL BLOCK	2922828	02/01/2005
BEE KISSED	2893446	10/12/2004
VELVETEEN	2958195	07/01/2003
ION NEGA-CLEAN	3024383	12/06/2005
SAVVY	3068960	03/14/2006
LICE-TRAP	3024369	12/06/2005
PROCLAIM	2936960	03/29/2005
MAD ARTIST	3060854	02/21/2006
PARABOLIC	2855190	06/15/2004
STRAIGHT LACED	3112537	07/04/2006
BULB HEAD	2896352	10/19/2004
EMERGENCY SERVICE	3114792	07/11/2006
SILK ELEMENTS	2935496	03/22/2005
BEAUTIQUE	3127498	08/08/2006
SCENTS OF WELLNESS	3071665	03/21/2006
PUMP UP THE VOLUME	3058114	02/07/2006
GRIPPER	2968063	07/12/2005
SALLY GIRL	3127488	08/08/2006
FLASHER	2855008	06/15/2004

ION	3071641	03/21/2006
BEACH HEAD	3086020	04/25/2006
BSG	2972621	07/19/2005
HOT N SILKY	3419030	04/29/2008
DESIGN LENGTHS	3477197	07/29/2008
QUICK WHITE	2652574	11/19/2002
ROCK ON	2675527	01/14/2003
BUBBLE HEAD	2664414	12/17/2002
NAIL LIFE	2650144	11/12/2002
PREP B-4	2605701	08/06/2002
BIOLINK	2531921	01/22/2002
BATH SECRETS	2392377	10/03/2000
POWER LIFT	2360769	06/20/2000
MEDILIP	2359609	06/20/2000
SALLY	2316754	02/08/2000
GRABBER	2472404	07/24/2001
SALLYCARES	253551	02/05/2002
WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.	2425130	01/30/2001
PUCKER UPS	2418929	01/09/2001
BLOND BRILLIANCE	2562797	04/23/2002
DAMAGE FREE	2436005	03/13/2001
AMPLITUDE	2412858	12/12/2000
WILDEST DREAMS	2322182	02/22/2000
STIFF HEAD	2362945	06/27/2000
SALON CARE	2301571	12/21/1999
BEYOND BELIEF	2265665	07/27/1999
BEST TRESSED	2249895	06/01/1999
EFFECTIVE CARE	2228458	03/02/1999
QUICKSHIP	2029967	01/14/1997
PROCLAIM	2404574	11/14/2000
SALON CARE	2540686	02/19/2002
BEAUTIQUE	2114289	11/18/1997
SALON CARE	2083563	07/29/1997
TERRIFIC TIPS	2013919	11/05/1996
SURE-BOND	2088126	08/12/1997
SALLY	1763527	04/06/1993
NET EFFECT	1769609	05/11/1993
BEAUTY SECRETS	1884486	03/21/1995
FOR PERMS ONLY	1678208	03/10/1992

WET LOOK	1284849	07/10/1984
ION	1320267	02/19/1985
HAIR SCULPTOR	1194950	05/11/1982
PRO CARE	1152062	04/28/1981
FINGERPAINTS	1187293	01/26/1982
NATURAL BALANCE	806155	03/22/1966
NATURAL BALANCE	802481	01/18/1966
NEW IMAGE	799630	11/30/1965
NEW IMAGE	799629	11/30/1965

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