

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

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

<b>Name:</b>	Innovations-Successful Salon Services
<b>Street Address:</b>	3001 Colorado Boulevard
<b>City:</b>	Denton
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	76210
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 28**

Property Type	Number	Word Mark
Registration Number:	3678571	COSMOPROF
Registration Number:	3678570	COSMOPROF
Registration Number:	3665357	ION
Registration Number:	3716580	SMOOTH POLISH
Registration Number:	3716507	THICK ENUFF
Registration Number:	3583120	SALLY BEAUTY SALLY BEAUTY SUPPLY
Registration Number:	3583116	SALLY BEAUTY SALLY BEAUTY SUPPLY
Registration Number:	3677502	TOTAL IMPACT

**TRADEMARK**

**900180554**

**REEL: 004447 FRAME: 0603**

**CH \$715.00 3678571**

Registration Number:	3608358	BRILLIANCE SHINE & FREEZE
Registration Number:	3680876	REDEFINE
Registration Number:	3677443	PUT YOUR FEET UP
Registration Number:	3677392	SATIN STRANDS
Registration Number:	3628221	MOCHA MADNESS
Registration Number:	3719268	TSC
Registration Number:	3658921	ENRICH YOUR HAIR IN SILKY COLOR!
Registration Number:	3715999	WET LOOK
Registration Number:	3559977	PROCLUB
Registration Number:	3588622	POWER IQ
Registration Number:	3588528	SALON CARE BLUE FLASH
Registration Number:	3592501	SILK ELEMENTS
Registration Number:	3562205	WAXED OUT
Registration Number:	3588164	JAYME HAIR COLLECTION
Registration Number:	3633669	SAVVY GET BRONZED
Registration Number:	3633668	SAVVY BLUSH TOUCH
Registration Number:	3558403	FINAL TAKE
Registration Number:	3595643	CURL COUTURE
Registration Number:	3667199	CURL-IT-UP
Registration Number:	3667152	ZERO TO SEXY

**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:	633341-5
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	01/05/2011

Total Attachments: 5  
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**TRADEMARK**  
**REEL: 004447 FRAME: 0604**

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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.

**1. Name of conveying party(ies):**

GE Business Financial Services, Inc.

- Individual(s)
- General Partnership
- Corporation- State: DE
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) 12/31/10

- Assignment
- Security Agreement
- Other Release of Security Interest
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: PLS see pg. 1 of Release for list

Internal Address: \_\_\_\_\_

Street Address: 3001 Colorado Blvd.

City: Denton

State: TX

Country: USA Zip: 76210

Association Citizenship \_\_\_\_\_

General Partnership Citizenship \_\_\_\_\_

Limited Partnership Citizenship \_\_\_\_\_

Corporation Citizenship \_\_\_\_\_

Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See Schedule A

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Corporation Service Company

Internal Address: Suite 210

Street Address: 1180 Avenue of the Americas

City: New York

State: NY Zip: 10036

Phone Number: 212-299-5600

Fax Number: 212-299-5656

Email Address: ORDER# 634205

**6. Total number of applications and registrations involved:**

28

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature**

[Signature]  
Signature

1/5/11  
Date

Laura A. Cadogan  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 5

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

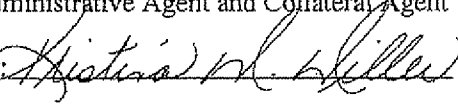
**RELEASE OF SECURITY  
INTEREST IN TRADEMARK**

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., in its capacity as Administrative Agent and Collateral Agent ("Secured Party"), DOES HEREBY CERTIFY that the security interest it holds in certain trademarks of BEAUTY HOLDING LLC, a Delaware limited liability company and INNOVATIONS – SUCCESSFUL SALON SERVICES, a California corporation (collectively, "Debtor"), having a place of business at 3001 Colorado Boulevard, Denton, TX 76210, pursuant to the Supplement and Amendment to Trademark Security Agreement, dated as of May 25, 2010 recorded in the United States Patent and Trademark Office on June 7, 2010 at Reel 4219 Frame 0725 (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., as  
Administrative Agent and Collateral Agent

By: 

Title: Duly Authorized Signatory

SCHEDULE A  
TRADEMARKS AND TRADENAMES

[See attached]

<b>Trademark</b>	<b>Registration Number</b>	<b>Registration Date</b>
COSMOPROF	3678571	09/08/2009
COSMOPROF	3678570	09/08/2009
ION	3665357	08/04/2009
SMOOTH POLISH	3716580	11/24/2009
THICK ENUFF	3716507	11/24/2009
SALLY BEAUTY & Design SALLY BEAUTY SUPPLY	3583120	03/03/2009
SALLY BEAUTY& Design SALLY BEAUTY SUPPLY	3583116	03/03/2009
TOTAL IMPACT	3677502	09/01/2009
BRILLIANCE SHINE & FREEZE	3608358	04/21/2009
REDEFINE	3680876	09/08/2009
PUT YOUR FEET UP	3677443	09/01/2009
SATIN STRANDS	3677392	09/01/2009
MOCHA MADNESS	3628221	05/26/2009
TSC	3719268	12/01/2009
ENRICH YOUR HAIR IN SILKY COLOR!	3658921	07/21/2009
WET LOOK	3715999	11/24/2009
POWER IQ	3588622	03/10/2009
PROCLUB	3559977	01/13/2009
SALON CARE BLUE FLASH	3588528	03/10/2009
SILK ELEMENTS	3592501	03/17/2009
WAXED OUT	3562205	01/13/2009
JAYME HAIR COLLECTION	3588164	03/10/2009
SAVVY GET BRONZED	3633669	06/09/2009
SAVVY BLUSH TOUCHED	3633668	06/09/2009
FINAL TAKE	3558403	01/06/2009
CURL COUTURE	3595643	03/24/2009
CURL-IT-UP	3667199	08/11/2009
ZERO TO SEXY	3667152	08/11/2009