

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
Bank of Montreal		08/25/2011	Chartered Bank: CANADA

RECEIVING PARTY DATA

Name:	Sexy Hair Concepts, LLC
Street Address:	21551 Prairie Street
City:	Chatsworth
State/Country:	CALIFORNIA
Postal Code:	91311
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	2634449	AERO TAN
Registration Number:	3539680	BIGSEXYHAIR
Registration Number:	3457615	COLOR ME SEXY
Registration Number:	3877127	CONTROL MANIAC
Registration Number:	3658966	COOL FACTOR
Registration Number:	2530633	CURL POWER
Serial Number:	85004844	DOUBLE DUTY
Registration Number:	1866675	ECOLY
Registration Number:	3873608	FRENZY
Registration Number:	3643072	HARD UP
Registration Number:	3247540	HEALTHY SEXY
Serial Number:	85058244	HEALTHYSEXYHAIR REINVENT
Registration Number:	3303839	HOT ROD
Registration Number:	2553996	HOT SEXY HIGHLIGHTS

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Registration Number:	3036101	LIQUID ART
Serial Number:	85008599	PIECE OUT
Registration Number:	3901605	POWDER PLAY
Registration Number:	3758872	ROCKED OUT
Registration Number:	3643069	ROOT PUMP
Registration Number:	2636664	SEXSYPHOL
Registration Number:	3927766	SEXY
Registration Number:	3478939	SEXY
Registration Number:	3441169	SEXY BLONDES
Registration Number:	2403396	SEXY HAIR
Registration Number:	3729749	SEXYHAIRORGANICS
Registration Number:	3247541	SHORT SEXY
Registration Number:	3750655	SMOOTH & PROTECT
Registration Number:	3865249	SOY RENEWAL
Registration Number:	3372755	SPRAY & PLAY
Registration Number:	3750645	SPRAY & STAY
Registration Number:	3371913	STRONGSEXYHAIR
Serial Number:	85175294	STRUCTURE IN MOTION
Registration Number:	3120069	TRIBES OF STYLE
Registration Number:	3877126	WHAT A TEASE

CORRESPONDENCE DATA

Fax Number: (314)667-3633
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 314-552-6000
Email: ipdocket@thompsoncoburn.com
Correspondent Name: Tiffany L. Schwartz
Address Line 1: One US Bank Plaza
Address Line 2: Thompson Coburn LLP
Address Line 4: St. Louis, MISSOURI 63101

ATTORNEY DOCKET NUMBER:	299-43728
NAME OF SUBMITTER:	Tiffany L. Schwartz
Signature:	/Tiffany L. Schwartz/
Date:	08/25/2011

Total Attachments: 4
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TRADEMARK
REEL: 004611 FRAME: 0960

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE is made as of this 25th day of August, 2011, by BANK OF MONTREAL, a Canada chartered bank, as Collateral Agent, ("BMO"), in favor of SEXY HAIR CONCEPTS, LLC (formerly known as Sexy Hair LLC), a Delaware limited liability company (the "Company").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, BMO hereby unconditionally and expressly releases, terminates, and extinguishes any and all of its right, title and interest in and to any and all liens and security interests it may have upon the trademarks listed on Schedule I attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Notice of Grant of Security Interest in Trademarks dated as of April 25, 2011, made by Company in favor of BMO, and recorded in the Trademark Division of the United States Patent and Trademark Office on April 27, 2011, at Reel 004529 and Frame 0562.

BMO consents and agrees to execute and deliver, at the request and cost of Company, such further instruments, documents and release forms as Company may reasonably request to more effectively, release, terminate and extinguish any such liens and security interests upon such trademarks.

[Signature Page Follows]

This Release shall be binding upon BMO's legal representatives, assigns and successors.

BANK OF MONTREAL, as Collateral Agent

By: 

Name: Barry Stratton

Title: Managing Director

Signature Page to Trademark Release

TRADEMARK
REEL: 004611 FRAME: 0963

Schedule I

Mark	Appn.Reg. No.
AERO TAN	2,634,449
BIGSEXYHAIR	3,539,680
COLOR ME SEXY	3,457,615
CONTROL MANIAC	3,877,127
COOL FACTOR	3,658,966
CURL POWER	2,530,633
DOUBLE DUTY	85/004,844
ECOLY (Stylized)	1,866,675
FRENZY	3,873,608
HARD UP	3,643,072
HEALTHY SEXY	3,247,540
HEALTHYSEXYHAIR REINVENT	85/058,244
HOT ROD	3,303,839
HOT SEXY HIGHLIGHTS	2,553,996
LIQUID ART	3,036,101
PIECE OUT	85/008,599
POWDER PLAY	3,901,605
ROCKED OUT	3,758,872
ROOT PUMP	3,643,069
SEXSYMBOL	2,636,664
SEXY	3,927,766
SEXY and Design (Red Star)	3,478,939
SEXY BLONDES	3,441,169
SEXY HAIR	2,403,396
SEXYHAIRORGANICS	3,729,749
SHORT SEXY	3,247,541
SMOOTH & PROTECT	3,750,655
SOY RENEWAL	3,865,249
SPRAY & PLAY	3,372,755
SPRAY & STAY	3,750,645
STRONGSEXYHAIR	3,371,913
STRUCTURE IN MOTION	85/175,294
TRIBES OF STYLE	3,120,069

Mark	Appl. Reg. No.
WHAT A TEASE	3,877,126

Notice of Grant of Security Interest in Trademarks