

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Continental Fragrances, Ltd.		03/29/2013	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Enterprise Bank & Trust		
Street Address:	4717 Grand Avenue, Suite 100		
Internal Address:	Attn: Paul Tymosko		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64112		
Entity Type:	Bank & Trust: MISSOURI		
PROPERTY NUMBERS Total: 30			
Property Type	Number	Word Mark	
Serial Number:	85602084	CHROMA · LOGICA	
Serial Number:	78674229	FOR STYLES THAT DEFY GRAVITY	
Serial Number:	78674247	GIGA. HOLD	
Serial Number:	76372665	GIGA.HOLD	
Serial Number:	85494323	HEALTHY HAIR NUTRITION	
Serial Number:	78674141	HIGH BEAMS	
Serial Number:	73613234	HIGH BEAMS	
Serial Number:	77680315	I-MIX	
Serial Number:	85514405	INFINITEASED	
Serial Number:	78492239	INSTANT VOLUME	
Serial Number:	85114415	INVISIBLE DRY SPRAY SHAMPOO	
Serial Number:	85514393	LATHER FREE	
Serial Number:	78674265	M PROFESSIONAL	

Serial Number:	78674274	M PROFESSIONAL
Serial Number:	85870793	PLAY IT BIG
Serial Number:	78492554	PROFESSIONAL INSTANT VOLUME FINISHING SPRAY
Serial Number:	78492569	PROFESSIONAL INSTANT VOLUME SPRAY FOAM
Serial Number:	85518665	PURE BOOST
Serial Number:	74113725	SALON GRAFIX
Serial Number:	85855687	SALON GRAFIX HEALTHY HAIR NUTRITION
Serial Number:	85855697	S G SALON GRAFIX HEALTH HAIR NUTRITION
Serial Number:	77207646	S-G
Serial Number:	74271012	STAT ONE
Serial Number:	85491989	THE ANTISHAMPOO
Serial Number:	77933813	THERAPY SHOT
Serial Number:	85548474	THICK HEADED
Serial Number:	85602085	THIQ
Serial Number:	85599157	TRUE DENSITY
Serial Number:	78492310	URNS HAIR FROM FLAT TO FULL!
Serial Number:	85548443	WTF

CORRESPONDENCE DATA

Fax Number: 3142592020
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 314-259-2000
Email: susan.murphy@bryancave.com
Correspondent Name: BRYAN CAVE LLP
Address Line 1: 211 North Broadway, Suite 3600
Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	0350253
NAME OF SUBMITTER:	Daniel A. Crowe
Signature:	/Daniel A. Crowe/
Date:	04/12/2013

Total Attachments: 5
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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security Agreement, dated as of March 29, 2013 (as the same may be amended, consolidated, restated, replaced or otherwise modified from time to time, the "Security Agreement"), by and between Continental Fragrances, Ltd., a Michigan corporation (the "Lien Grantor") and Enterprise Bank & Trust (the "Bank"), the Lien Grantor has granted to the Bank, as security for the Obligations referred to in the Security Agreement, a continuing security interest in and continuing lien upon the trademarks and trademark applications described below, and the goodwill associated with such marks:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark</u>	<u>Date of Filing/Registration</u>
see attached schedule		

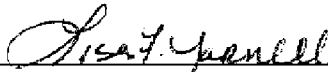
TRADEMARK APPLICATIONS

<u>Trademark Applications No.</u>	<u>Description of Trademark</u>	<u>Date of Trademark Application</u>
see attached schedule		

The Lien Grantor and the Bank agree that the security interest in and lien upon the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement and the Credit Agreement referred to therein, and (b) is not to be construed as an absolute assignment of any trademark or trademark application.

Very truly yours,

CONTINENTAL FRAGRANCES, LTD.,
a Michigan corporation

By: 
Name: Lisa F. Yarnell
Title: CEO

Acknowledged and Accepted:

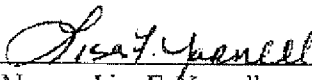
ENTERPRISE BANK & TRUST

By: _____
Name: Paul A. Tymosko
Title: Senior Credit Officer – KC Region

The Lien Grantor and the Bank agree that the security interest in and lien upon the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement and the Credit Agreement referred to therein, and (b) is not to be construed as an absolute assignment of any trademark or trademark application.

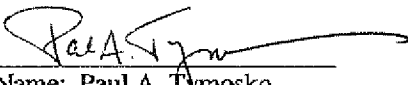
Very truly yours,

CONTINENTAL FRAGRANCES, LTD.,
a Michigan corporation

By: 
Name: Lisa F. Yarnell
Title: CEO

Acknowledged and Accepted:

ENTERPRISE BANK & TRUST

By: 
Name: Paul A. Tymosko
Title: Senior Credit Officer – KC Region

Intellectual Property Rights

TRADEMARKS

Reference #	Mark	CNTRY	Application #	File Date	Reg Date	Registration #	Status
55129-0046	S.G.	Australia	1414290	03/14/2011	03/14/2011	1414290	REGISTERED
55129-0042	SALON GRAFIX	Australia	1414289	03/14/2011	03/14/2011	1414289	REGISTERED
55129-0030	GIGA-HOLD	Canada	1174908	04/16/2003	12/05/2005	TMA654324	REGISTERED
55129-0033	I-MIX	Canada	1449424	08/25/2009	04/21/2011	TMA796046	REGISTERED
55129-0036	INVISIBLE	Canada	1449423	08/25/2009	01/4/2012	TMA814884	REGISTERED
55129-0043	SALON GRAFIX	Canada	1174909	04/16/2003	12/06/2005	TMA654423	REGISTERED
55129-0048	SG (STYLIZED)	Canada	1375918	12/13/2007	07/17/2009	TMA743703	REGISTERED
55129-0052	CHROMA LOGICA	Canada	1597873	10/11/2012			PENDING
55129-0053	TRUE DENSITY	Canada	1597874	10/11/2012			PENDING
55129-0031	GIGA-HOLD	European Union	003180551	04/07/2003	11/18/2004	003180551	REGISTERED
55129-0034	IMIX	European Union	008513707	08/27/2009	01/28/2010	008513707	REGISTERED
55129-0037	INVISIBLE	European Union	008509747	08/25/2009		008509747	PENDING
55129-0040	NAKED NATURALS	European Union	005527866	12/06/2006	10/09/2007	005527866	REGISTERED
55129-0049	SG (STYLIZED)	European Union	006516231	12/14/2007	10/01/2008	006516231	REGISTERED
55129-0032	GIGA-HOLD	Mexico	598478	04/25/2003	05/27/2003	793134	REGISTERED
55129-0051	M PROFESSIONAL & DESIGN	Mexico	654570	05/03/2004	07/07/2004	840775	REGISTERED
55129-0044	SALON GRAFIX	Mexico	598477	04/25/2003	05/27/2003	793133	REGISTERED
55129-0047	S.G.	New Zealand	83855	03/14/2011	09/14/2011	83855	REGISTERED
55129-0045	SALON GRAFIX	New Zealand	838553	03/14/2011	09/14/2011	838553	REGISTERED
55129-0009	CHROMA LOGICA	US	85/602,084	04/19/2012			PENDING
55129-0012	FOR STYLES THAT DEFY GRAVITY	US	78/674,229	07/20/2005	06/27/2006	3,109,381	REGISTERED
55129-0013	GIGA HOLD (Stylized)	US	78/674,247	07/20/2005	07/25/2006	3,120,082	REGISTERED
55129-0014	GIGA.HOLD	US	76/372,665	02/19/2002	01/27/2004	2,809,154	REGISTERED
55129-0001	HEALTHY HAIR NUTRITION	US	85/494,323	12/13/2011			PENDING
55129-0015	HIGH BEAMS	US	78/674,141	07/20/2005	06/27/2006	3,109,379	REGISTERED
55129-0016	HIGH BEAMS & DESIGN	US	73/613,234	08/06/1986	06/02/1987	1,440,977	REGISTERED
55129-0017	I-MIX	US	77/680,315	02/27/2009	05/18/2010	3,791,155	REGISTERED
55129-0005	INFINITEASED	US	85/514,405	01/11/2012	03/19/2013	4,306,446	REGISTERED
55129-0018	INSTANT VOLUME	US	78/492,239	09/30/2004	08/29/2006	3,137,357	REGISTERED
55129-0019	INVISIBLE DRY SPRAY SHAMPOO	US	85/114,415	08/24/2010			PENDING
55129-0002	LATHER FREE	US	85/514,393	01/11/2012			PENDING
55129-0020	M PROFESSIONAL	US	78/674,265	07/20/2005	10/31/2006	3,164,909	REGISTERED
55129-0021	M PROFESSIONAL (Stylized)	US	78/674,274	07/20/2005	10/31/2006	3,164,910	REGISTERED
55129-0057	PLAY IT BIG	US	85/870,793	03/08/2013			PENDING
55129-0022	PROFESSIONAL INSTANT VOLUME FINISHING SPRAY	US	78/492,554	09/30/2004	09/05/2006	3,140,621	REGISTERED
55129-0041	PROFESSIONAL INSTANT VOLUME SPRAY FOAM	US	78/492,569	09/30/2004	09/26/2006	3,150,130	REGISTERED
55129-0023	PURE BOOST	US	85/518,665	01/17/2012			PENDING
55129-0008	SALON GRAFIX	US	74/113,725	11/08/1990	04/27/1993	1,767,851	REGISTERED
55129-0056	SALON GRAFIX HEALTHY HAIR NUTRITION	US	85/855,687	02/20/2013			PENDING
55129-0055	SG SALON GRAFIX HEALTHY HAIR NUTRITION (& Design)	US	85/855,697	02/20/2013			PENDING
55129-0024	S-G	US	77/207,646	06/15/2007	11/13/2012	4,239,588	REGISTERED
55129-0027	STAT ONE	US	74/271,012	04/30/1992	12/21/1993	1,812,676	REGISTERED
55129-0003	THE ANTISHAMPOO	US	85/491,989	12/09/2011			PENDING

Schedule Continued

55129-0028	THERAPY SHOT	US	77/933,813	02/11/2010			PENDING
55129-0007	THICK HEADED	US	85/548,474	02/21/2012			PENDING
55129-0010	THIQ	US	85/602,085	04/19/2012			PENDING
55129-0011	TRUE DENSITY	US	85/599,157	04/16/2012			PENDING
55129-0029	URNS HAIR FROM FLAT TO FULL!	US	78/492,310	09/30/2004	09/26/2006	3,149,701	REGISTERED
55129-0006	WTF	US	85/548,443	02/21/2012			PENDING