

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336012

| | |
|------------------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------|----------|----------------|---------------------------------------|
| JAPONESQUE, LLC | | 03/24/2015 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| JAPONESQUE HOLDING CORPORATION | | 03/24/2015 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|--------------------------|-----------------------------|
| Name: | AVIDBANK |
| Street Address: | 50 WEST SAN FERNANDO STREET |
| Internal Address: | SUITE 850 |
| City: | SAN JOSE |
| State/Country: | CALIFORNIA |
| Postal Code: | 95113 |
| Entity Type: | CORPORATION: CALIFORNIA |

PROPERTY NUMBERS Total: 23

| Property Type | Number | Word Mark |
|----------------|----------|----------------------------------|
| Serial Number: | 86488057 | AMP-UP ADJUSTABLE IMPACT MASCARA |
| Serial Number: | 86311963 | SALON COLLECTION |
| Serial Number: | 86126788 | |
| Serial Number: | 86126769 | |
| Serial Number: | 86126728 | |
| Serial Number: | 85897248 | PIXELATED COLOR |
| Serial Number: | 85816039 | VELVET TOUCH |
| Serial Number: | 85027678 | BEAUTY FIXATION |
| Serial Number: | 78010670 | GO CURL |
| Serial Number: | 77981332 | ARTE D'ITALIA |
| Serial Number: | 77777413 | WET 'N DRY PEDICURE PEBBLE |
| Serial Number: | 77116384 | JAPONESQUE CREATE BEAUTY |
| Serial Number: | 77116336 | CREATE BEAUTY |
| Serial Number: | 77018136 | SALON COLLECTION |
| Serial Number: | 77018113 | DEFINING BEAUTY, ENDURING STYLE |
| Serial Number: | 75591673 | LIPSTICK PALETTE |

TRADEMARK

| Property Type | Number | Word Mark |
|----------------|----------|-----------------------|
| Serial Number: | 75591650 | MAKEUP PALETTE |
| Serial Number: | 75584177 | JAPONESQUE |
| Serial Number: | 75179059 | GOTTA GO |
| Serial Number: | 75115760 | PRECISION LASH CURLER |
| Serial Number: | 75115759 | MAKEUP PALETTE |
| Serial Number: | 75115757 | LIPSTICK PALETTE |
| Serial Number: | 74515159 | JAPONESQUE |

CORRESPONDENCE DATA

Fax Number: 2136305601

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 213-891-5739

Email: wwolff@buchalter.com

Correspondent Name: William Wolff

Address Line 1: c/o Buchalter Nemer 1000 Wilshire Blvd.,

Address Line 2: Suite 1500

Address Line 4: Los Angeles, CALIFORNIA 90017

| | |
|--------------------------------|-----------------|
| ATTORNEY DOCKET NUMBER: | A9501-0009 |
| NAME OF SUBMITTER: | WILLIAM WOLFF |
| SIGNATURE: | /WILLIAM WOLFF/ |
| DATE SIGNED: | 03/24/2015 |

Total Attachments: 7

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "*Trademark Security Agreement*") is made this 24th day of March, 2015, by and among Grantors listed on the signature pages hereof (collectively, jointly and severally, "*Grantors*" and each individually "*Grantor*"), and AVIDBANK, a California banking corporation ("*Bank*").

WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement dated as of March 24, 2015 (as amended, restated, supplemented, or otherwise modified from time to time, the "*Credit Agreement*") by and between JAPONESQUE HOLDING CORPORATION, a Delaware corporation ("*Parent*"), JAPONESQUE, LLC, a California limited liability company ("*Japonesque*") (Parent and Japonesque are sometimes collectively referred to herein as "*Borrowers*" and each individually as a "*Borrower*"), and Bank, Bank agreed to make certain financial accommodations available to Borrowers from time to time pursuant to the terms and conditions thereof; and

WHEREAS, Bank is willing to make the financial accommodations to Borrowers as provided for in the Credit Agreement, but only upon the condition, among others, that Grantors shall have executed and delivered to Bank that certain Security Agreement, dated as of even date with the Credit Agreement (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "*Security Agreement*"); and

WHEREAS, pursuant to the Security Agreement, Grantors are required to execute and deliver to Bank this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby agrees as follows:

1. DEFINED TERMS. All initially capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement or, if not defined therein, in the Credit Agreement.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Each Grantor hereby unconditionally grants, assigns, and pledges to Bank to secure the Secured Obligations, a continuing security interest (referred to in this Trademark Security Agreement as the "Security Interest") in all of such Grantor's right, title and interest in and to the following, whether now owned or hereafter acquired or arising (collectively, the "*Trademark Collateral*"):

(a) all of its Trademarks and Trademark Intellectual Property Licenses to which it is a party including those referred to on Schedule I;

(b) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark Intellectual Property License; and

(c) all products and proceeds (as that term is defined in the Code) of the foregoing, including any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or any Trademarks exclusively licensed under any Intellectual Property License, including right to receive any damages, (ii) injury to the goodwill associated with any Trademark, or (iii) right to receive license fees, royalties, and other compensation under any Trademark Intellectual Property License.

3. SECURITY FOR SECURED OBLIGATIONS. This Trademark Security Agreement and the Security Interest created hereby secures the payment and performance of the Secured Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Trademark Security Agreement secures the payment of all amounts which constitute part of the Secured Obligations and would be owed by Grantors, or any of them, to Bank, whether or not they are unenforceable or not allowable due to the existence of an Insolvency Proceeding involving any Grantor.

4. SECURITY AGREEMENT. The Security Interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interests granted to Bank pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of Bank with respect to the Security Interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. To the extent there is any inconsistency between this Trademark Security Agreement and the Security Agreement, the Security Agreement shall control.

5. AUTHORIZATION TO SUPPLEMENT. If any Grantor shall obtain rights to any new trademarks, the provisions of this Trademark Security Agreement shall automatically apply thereto. Grantors shall abide by Section 7.15 of the Security Agreement with respect to any such new trademarks or renewal or extension of any trademark registration. Without limiting Grantors' obligations under this Section, Grantors hereby authorize Bank unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new trademark rights of each Grantor. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from Bank's continuing security interest in all Collateral, whether or not listed on Schedule I.

6. COUNTERPARTS. This Trademark Security Agreement may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, when taken together, shall constitute but one and the same Trademark Security Agreement. Delivery of an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission shall be equally as effective as delivery of an original executed counterpart of this Trademark Security Agreement. Any party delivering an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission also shall deliver an original executed counterpart of this Trademark Security Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Trademark Security Agreement.

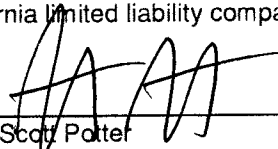
[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Security Agreement to be executed and delivered as of the day and year first above written.

GRANTORS:

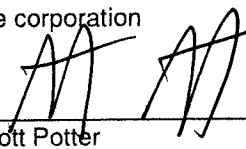
JAPONESQUE, LLC

a California limited liability company

By: 
Name: Scott Potter
Title: Secretary

JAPONESQUE HOLDING CORPORATION

a Delaware corporation

By: 
Name: Scott Potter
Title: President

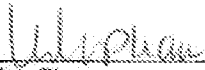
Trademark Security Agreement

TRADEMARK
REEL: 005484 FRAME: 0477

BANK:

ACCEPTED AND ACKNOWLEDGED BY:

AVIDBANK,
a California banking corporation

By: 
Name: Linh Phan
Title: Vice President

Trademark Security Agreement

TRADEMARK
REEL: 005484 FRAME: 0478

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT

United States Trademark Registrations/Applications

| GRANTOR | COUNTRY | MARK | FILING DATE | APP. NO. | REG. NO. REG. DATE |
|-----------------|---------|----------------------------------|-------------|----------|--------------------------------|
| Japonesque, LLC | USA | AMP-UP ADJUSTABLE IMPACT MASCARA | 12/22/2014 | 86488057 | N/A |
| Japonesque, LLC | USA | SALON COLLECTION | 6/17/2014 | 86311963 | 4687872 2/17/2015 |
| Japonesque, LLC | USA | <i>Design</i> | 11/22/2013 | 86126788 | 4634444 11/4/2014 |
| Japonesque, LLC | USA | <i>Design</i> | 11/22/2013 | 86126769 | 4634443 11/4/2014 |
| Japonesque, LLC | USA | <i>Design</i> | 11/22/2013 | 86126728 | 4634442 11/4/2014 |
| Japonesque, LLC | USA | PIXELATED COLOR | 4/6/2013 | 85897248 | N/A |
| Japonesque, LLC | USA | VELVET TOUCH | 1/4/2013 | 85816039 | 4610454 9/23/2014 |
| Japonesque, LLC | USA | BEAUTY FIXATION | 4/30/2010 | 85027678 | N/A |
| Japonesque, LLC | USA | GO CURL | 5/31/2000 | 78010670 | 2525228 1/1/2002 |
| Japonesque, LLC | USA | ARTE D'ITALIA | 7/13/2009 | 77981332 | 3932652 3/15/2011 |
| Japonesque, LLC | USA | WET 'N DRY PEDICURE PEBBLE | 7/9/2009 | 77777413 | 4056733 11/15/2011 |
| Japonesque, LLC | USA | JAPONESQUE CREATE BEAUTY | 2/26/2007 | 77116384 | 3499635 9/9/2008 |
| Japonesque, LLC | USA | CREATE BEAUTY | 2/26/2007 | 77116336 | 3499634 9/9/2008 |
| Japonesque, LLC | USA | SALON COLLECTION | 10/10/2006 | 77018136 | 3428870 5/13/2008 |

| GRANTOR | COUNTRY | MARK | FILING DATE | APP. NO. | REG. NO. REG. DATE |
|-----------------|---------|---------------------------------|-------------|----------|-----------------------|
| Japonesque, LLC | USA | DEFINING BEAUTY, ENDURING STYLE | 10/10/2006 | 77018113 | 3683499 9/15/2009 |
| Japonesque, LLC | USA | LIPSTICK PALETTE | 11/19/1998 | 75591673 | 2516117 12/11/2001 |
| Japonesque, LLC | USA | MAKEUP PALETTE | 11/19/1998 | 75591650 | 2516116 12/11/2001 |
| Japonesque, LLC | USA | JAPONESQUE | 11/6/1998 | 75584177 | 2316072 3/10/1998 |
| Japonesque, LLC | USA | GOTTA GO | 10/9/1996 | 75179059 | 2143551 12/30/1997 |
| Japonesque, LLC | USA | PRECISION LASH CURLER | 6/7/1996 | 75115760 | 2124941 12/30/1997 |
| Japonesque, LLC | USA | MAKEUP PALETTE | 6/7/1996 | 75115759 | 2063219 5/20/1997 |
| Japonesque, LLC | USA | LIPSTICK PALETTE | 6/7/1996 | 75115757 | 2063218 5/20/1997 |
| Japonesque, LLC | USA | JAPONESQUE | 4/22/1994 | 74515159 | 1901780 6/7/1995 |

Supplemental Register:

463444, 463443 and 464442 with respect to gel top stamped product packaging ("Gel Top Registrations") and 3428870 with respect to the first SALON COLLECTION registration

The production of gel tops results in each gel top being similar in style but unique. The Gel Top Registrations may not be sufficient to protect Japonesque's asserted rights therein.

Canada Trademark Registrations/Applications

| GRANTOR | COUNTRY | MARK | FILING DATE | APP. NO. | REG. NO. REG. DATE |
|-----------------|---------|--------------------------|-------------|----------|-----------------------|
| Japonesque, LLC | Canada | GOTTA GO | 8/12/2013 | 1639024 | N/A |
| Japonesque, LLC | Canada | JAPONESQUE CREATE BEAUTY | 8/12/2013 | 1639023 | N/A |

Trade Names

| Grantor | Trade Names Used |
|-----------------|-------------------------|
| JAPONESQUE, LLC | JAPONESQUE |

Common Law Trademarks

Other Trademarks: Japoneseque 2014 color catalog draft and 2014 product catalog draft which are incorporated herein (the "Catalogs").

Trademarks Not Currently In Use

Pixelated Color

Beauty Fixation in limited use

Trademark Licenses

Wormser MUA License Agreement (Trade Mark Sub-License Agreement between it and Japoneseque, LLC executed by Wormser Corporation on April 8, 2014 and by Japoneseque, LLC on March 29, 2014, as amended by Addendum No. One thereto dated July 8, 2014 and by Addendum No. Two thereto dated March __, 2015

CVS MUA License Agreement dated 1/1/2014

CVS Beauty 360 Store Brand Agreement dated 12/18/2013

Victoria's Secret/Mast Industries Agreement (Product Purchase Agreement between it and Japoneseque, LLC executed by Mast Industries on November 21, 2014 and by Japoneseque, LLC on November 13, 2014)Ulta (Color) Vendor Purchasing Agreement dated 3/14/2013

HBC Marketing, Inc. Sales Agreement dated 10/3/2005

License Agreement with Body Toolz dated March 16, 2015.