

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM369193

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Village Company, LLC		11/13/2015	LIMITED LIABILITY COMPANY: MINNESOTA
RECEIVING PARTY DATA			
Name:	BMO Harris Bank, N.A.		
Also Known As:	M&I Marshall & Ilsley Bank		
Street Address:	50 South 6th Street		
Internal Address:	Suite 1000		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55402		
Entity Type:	national banking association: UNITED STATES		
PROPERTY NUMBERS Total: 26			
Property Type	Number	Word Mark	
Registration Number:	645526	ADORN	
Registration Number:	982978	DEP	
Registration Number:	3276453	DEP	
Registration Number:	2172378	LA BELLA	
Registration Number:	1640149	LA BELLA	
Registration Number:	1269557	MINK DIFFERENCE	
Registration Number:	3527453	EST. 1982 P&N COMPANY	
Registration Number:	3676940	P&N	
Registration Number:	2064274	PURE & NATURAL	
Registration Number:	2064273	PURE & NATURAL	
Registration Number:	3881777	PURE & NATURAL	
Registration Number:	2064275	PURE & NATURAL	
Registration Number:	891693	SOFT & DRI	
Registration Number:	884762	THE DRY LOOK	
Registration Number:	4805001	BLISSFUL BODY	
Registration Number:	1950112	HAIR THERAPY	
Registration Number:	4812914	MAKES GETTING CLEAN ALMOST AS MUCH FUN A	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4218848	VILLAGE NATURALS BATH SHOPPE
Registration Number:	4207684	
Serial Number:	86743753	LA BELLA
Serial Number:	86082241	PURE & NATURAL
Serial Number:	86745911	SOFT & DRI DRIGEL
Serial Number:	86743756	SOFT & DRI DRISPRAY
Serial Number:	86306730	BODITUDE
Serial Number:	86273852	MR. BUBBLE
Serial Number:	86512231	NUTRISEED COMPLEX

CORRESPONDENCE DATA

Fax Number: 6129778650

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: 6129778934

Email: drubin@briggs.com

Correspondent Name: David Rubin

Address Line 1: Briggs and Morgan, P.A.

Address Line 2: 2200 IDS Center, 80 So. 8th Street

Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	36330.121
NAME OF SUBMITTER:	David Rubin
SIGNATURE:	/s/ David Rubin
DATE SIGNED:	01/14/2016

Total Attachments: 4

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**NOTICE OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS**

Date: November 13, 2015

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to a certain Security Agreement dated as of August 20, 2009, as amended from time to time (as so amended, the "Security Agreement") executed by **THE VILLAGE COMPANY, LLC**, a Minnesota limited liability company (the "Borrower") in favor of **BMO HARRIS BANK, N.A.**, as successor-by-merger to M&I Marshall & Ilesley Bank (the "Bank"), the Borrower has granted to the Bank a continuing security interest in and continuing lien upon, among other things, the trademarks and trademark applications shown below:

TRADEMARKS

Mark	Registration No.	Registration Date
Adorn	645526	05/14/57
DEP	982978	04/30/74
DEP Logo (2004)	3276453	08/07/07
La Bella	2172378	07/14/98
La Bella	1640149	04/09/91
Mink Difference	1269557	03/13/84
Est. 1982 P&N Company (Logo)	3527453	11/04/08
P&N	3676940	09/01/09
Pure & Natural (Design)	2064274	05/27/97
Pure & Natural (Stylized)	2064273	05/27/97
Pure & Natural	3881777	11/23/10
Pure & Natural	2064275	05/27/97
Soft & Dri	891693	05/26/70
The Dry Look	884762	01/20/70
Blissful Body	4805001	09/01/2015
Hair Therapy	1950112	01/23/1996
Makes Getting Clean Almost as Much Fun as Getting Dirty	4812914	09/15/2015
Village Naturals Bath Shoppe	4218848	10/02/2012
[Design Only]	4207684	09/11/2012

TRADEMARK APPLICATIONS

Mark	Application No.	Application Date
La Bella logo	86743753	09/01/15
Pure & Natural	86082241	10/03/13
Soft & Drigel	86745911	09/02/15
Soft & Dri Drispray	86743756	09/01/15
Boditude	86306730	06/11/2014
Mr. Bubble	86273852	05/07/2014
Nutriseed Complex	86512231	08/25/2015

The Borrower and the Bank hereby acknowledge and agree that the security interests in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Security Agreement, and (b) are not to be construed as an assignment of any trademark or trademark application.

[SIGNATURE PAGE FOLLOWS]

THE VILLAGE COMPANY, LLC,
a Minnesota limited liability company

By: 
Name: David D. Goldberg
Title: Chairman

Acknowledged and accepted:

BMO HARRIS BANK, N.A.

By: _____
Name: _____
Title: _____

SIGNATURE PAGE TO
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TRADEMARK
REEL: 005709 FRAME: 0532

THE VILLAGE COMPANY, LLC,
a Minnesota limited liability company

By: _____
Name: David D. Goldberg
Title: Chairman

Acknowledged and accepted:

BMO HARRIS BANK N.A.

By: _____
Name: _____
Title: _____

SIGNATURE PAGE TO
NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS