

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558775

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KEYBANK NATIONAL ASSOCIATION		01/21/2020	National Banking Association: OHIO

RECEIVING PARTY DATA

Name:	DRYBAR HOLDINGS LLC
Street Address:	125 TECHNOLOGY DRIVE
Internal Address:	SUITE 150
City:	IRVINE
State/Country:	CALIFORNIA
Postal Code:	92618
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 77

Property Type	Number	Word Mark
Serial Number:	85796756	100 PROOF
Serial Number:	77944223	DRYBAR
Serial Number:	87822206	FULL KEG
Serial Number:	87822240	HALF KEG
Serial Number:	86782396	HIGH 'N MIGHTY
Serial Number:	87605081	KEGGER
Serial Number:	85672187	MANHATTAN
Serial Number:	85796766	MONEY MAKER
Serial Number:	85672186	STRAIGHT UP
Serial Number:	85796771	THE CHASER
Serial Number:	85672188	THE MAI TAI
Serial Number:	85672223	THE MORNING AFTER
Serial Number:	85672185	UP-TINI
Serial Number:	87234336	THE WRAP PARTY
Serial Number:	87503646	TEXAS TEA
Serial Number:	87346889	WHISKEY FIX
Serial Number:	87581962	DRYBAR
Serial Number:	87581979	DRYBAR

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87581973	DRYBAR
Serial Number:	87581965	DRYBAR
Serial Number:	87581977	
Serial Number:	87581957	
Serial Number:	87203809	THE BOUNCER
Serial Number:	87156018	THE TINY TRESS PRESS
Serial Number:	87586374	THE OLD FASHIONED
Serial Number:	87223925	HIGH ROLLERS
Serial Number:	87586341	BIG CRIMPIN'
Serial Number:	87586365	TEXAS TEASE
Serial Number:	87586361	TEXAS TEASE
Serial Number:	87224305	ON THE ROCKS
Serial Number:	87615366	FLAT MATE
Serial Number:	87666846	THE KICKER
Serial Number:	87720985	THE BRUSH CRUSH
Serial Number:	87919753	DRYBAR
Serial Number:	87951155	GUYBAR
Serial Number:	88011947	
Serial Number:	88011948	
Serial Number:	88270953	SUPER LEMON DROP
Serial Number:	86629732	MR. INCREDIBLE
Serial Number:	86765863	BABY BUTTERCUP
Serial Number:	77960806	
Serial Number:	86901662	DRYBAR
Serial Number:	77944218	NO CUTS. NO COLOR. JUST BLOWOUTS.
Serial Number:	86766250	SLUMBER PARTY
Serial Number:	86406355	BAY BREEZE
Serial Number:	86552710	BLONDE ALE
Serial Number:	86087594	BUTTERCUP
Serial Number:	85672272	
Serial Number:	86365078	DOUBLE PINT
Serial Number:	85672274	DRYBAR
Serial Number:	85842497	DRYBAR
Serial Number:	77982583	DRYBAR
Serial Number:	86611098	DRY-ON-THE-FLY
Serial Number:	86365069	FULL PINT
Serial Number:	86140856	GOLD MINE
Serial Number:	86365073	HALF PINT

Property Type	Number	Word Mark
Serial Number:	86442513	HAPPY HOUR
Serial Number:	86552721	MAI TAI SPRITZER
Serial Number:	86075154	MONEY TO BLOW
Serial Number:	86558689	MUDSLIDE
Serial Number:	85651205	PEACE, LOVE & BLOWOUTS
Serial Number:	85652271	PEACE, LOVE & BLOWOUTS!
Serial Number:	86552715	SAKE BOMB
Serial Number:	85796785	SOUTHERN BELLE
Serial Number:	86552713	SPARKLING SODA
Serial Number:	86552724	THE 3-DAY BENDER
Serial Number:	86589363	THE TRESS PRESS
Serial Number:	86822882	THE WARDEN
Serial Number:	86255525	TRIPLE SEC
Serial Number:	86589369	VELVET HAMMER
Serial Number:	87263916	DRYBAR DETOX
Serial Number:	86951466	PREP RALLY
Serial Number:	86948333	DOUBLE STANDARD
Serial Number:	87340546	MOCKTAIL
Serial Number:	87427930	DRYBAR
Serial Number:	87579719	THE SHERIFF
Serial Number:	88097170	LUCKY BI*CH

CORRESPONDENCE DATA

Fax Number: 8585506420

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: 858-550-6472

Email: dmontebianco@cooley.com

Correspondent Name: DEREK MONTEBLANCO

Address Line 1: C/O COOLEY LLP

Address Line 2: 4401 EASTGATE MALL

Address Line 4: SAN DIEGO, CALIFORNIA 92121

ATTORNEY DOCKET NUMBER: 325091-107

NAME OF SUBMITTER: DEREK MONTEBLANCO

SIGNATURE: /DEREK MONTEBLANCO/

DATE SIGNED: 01/23/2020

Total Attachments: 6

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

This **RELEASE OF SECURITY INTEREST IN TRADEMARKS** (this "Release"), dated as of January 21, 2020 is made by KEYBANK NATIONAL ASSOCIATION, as Existing Administrative Agent (as defined below), in favor of DRYBAR HOLDINGS LLC, a Delaware limited liability company (the "Pledgor"). Unless otherwise defined herein or the context otherwise requires, terms used in this Release shall have the meanings assigned to such terms in the Security Agreement (as defined below).

WHEREAS, pursuant to that (i) certain Credit Agreement, dated as of March 26, 2019 (as it may be amended, restated, supplemented, waived or otherwise modified from time to time, the "Credit Agreement"), among the Pledgor, the lenders party thereto from time to time and KEYBANK NATIONAL ASSOCIATION, as administrative agent (the "Existing Administrative Agent"), (ii) certain Pledge and Security Agreement, dated as of March 26, 2019 (as it may be amended, restated, supplemented, waived or otherwise modified from time to time, the "Security Agreement"), among the Pledgor, the other Grantors (as defined therein) party thereto and the Existing Administrative Agent, and (iii) certain Confirmatory Grant of Security Interest in United States Trademarks, dated as of March 26, 2019 (the "Trademark Security Agreement"), executed by the Pledgor in favor of the Existing Administrative Agent, the Pledgor pledged and granted to the Existing Administrative Agent a security interest in and continuing lien on all of the Pledgor's right, title and interest in, to and under the Trademarks listed on Schedule 1 attached hereto (the "Trademark Collateral"); and

WHEREAS, the security interest in the Trademark Collateral pledged and granted by the Pledgor to the Existing Administrative Agent under the Trademark Security Agreement was recorded at the United States Patent and Trademark Office on March 27, 2019, at Reel 6602, Frame 0210 and Reel 6602, Frame 0232; and

WHEREAS, the Existing Administrative Agent has agreed to terminate, release and discharge its security interest and lien on all of the Trademark Collateral; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Existing Administrative Agent hereby agrees as follows:

1. The Existing Administrative Agent hereby releases and discharges all of its mortgages, liens and security interests in all of the Pledgor's right, title and interest in, to and under the Trademark Collateral, which had been granted under the Trademark Security Agreement and hereby reassigns any and all such right, title and interest (if any) that the Existing Administrative Agent may have in the Trademark Collateral to the Pledgor.

2. The Existing Administrative Agent authorizes and requests that the United States Commissioner for Trademarks and any other applicable officer in any successor office or any similar office in any other country record this Release.

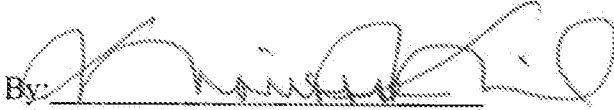
3. THIS RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES UNDER THIS RELEASE SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK, WITHOUT REGARD TO

CONFLICTS OF LAW PRINCIPLES THAT WOULD REQUIRE THE APPLICATION OF
THE LAWS OF ANOTHER JURISDICTION.

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IN WITNESS WHEREOF, the Existing Administrative Agent has caused this Release of Security Interest in Trademarks to be duly executed as of the date first set forth above.

KEYBANK NATIONAL ASSOCIATION,
as Existing Administrative Agent

By: 

Name: Marianne T. Meil

Title: Senior Vice President

[Signature Page to Release of Security Interest in Trademarks]

NAI-1510569240

TRADEMARK
REEL: 006844 FRAME: 0197

Schedule 1
to
Release of Security Interest in Trademarks

Mark Name	Status	Application No.	Registration No.
100 PROOF	REGISTERED	85/796,756	4,371,990
DRYBAR	REGISTERED	77/944,223	4,354,273
FULL KEG	ALLOWED	87/822,206	--
HALF KEG	ALLOWED	87/822,240	--
HIGH 'N MIGHTY	ALLOWED	86/782,396	--
KEGGER	ALLOWED	87/605,081	--
MANHATTAN	REGISTERED	85/672,187	4,279,933
MONEY MAKER	REGISTERED	85/796,766	4,371,991
STRAIGHT UP	REGISTERED	85/672,186	4,279,932
THE CHASER	REGISTERED	85/796,771	4,371,992
THE MAI TAI	REGISTERED	85/672,188	4,279,934
THE MORNING AFTER	REGISTERED	85/672,223	4,279,935
UP-TINI	REGISTERED	85/672,185	4,279,931
THE WRAP PARTY	REGISTERED	87/234,336	5,331,240
TEXAS TEA	REGISTERED	87/503,646	5,380,274
WHISKEY FIX	REGISTERED	87/346,889	5,285,806
Trade Dress – Salon Interior – Color	REGISTERED	87/581,962	5,573,207
Trade Dress – Salon Interior – BW	REGISTERED	87/581,979	5,573,211
Trade Dress – Salon Exterior – Color	REGISTERED	87/581,973	5,573,209
Trade Dress – Salon Exterior – BW	REGISTERED	87/581,965	5,573,208
Buttercup Chandelier – Color	REGISTERED	87/581,977	5,573,210
Buttercup Chandelier – BW	REGISTERED	87/581,957	5,578,380
THE BOUNCER	REGISTERED	87/203,809	5,325,464
THE TINY TRESS PRESS	REGISTERED	87/156,018	5,318,369
THE OLD FASHIONED	REGISTERED	87/586,374	5,644,612
HIGH ROLLERS	ALLOWED	87/223,925	--

BIG CRIMPIN'	ALLOWED	87/586,341	--
TEXAS TEASE	REGISTERED	87/586,365	5,433,025
TEXAS TEASE	REGISTERED	87/586,361	5,597,012
ON THE ROCKS	REGISTERED	87/224,305	5,331,209
THE FLAT MATE	ALLOWED	87/615,366	--
THE KICKER	REGISTERED	87/666,846	5,597,245
THE BRUSH CRUSH	PENDING	87/720,985	--
DRYBAR	REGISTERED	87/919,753	5,642,548
GUYBAR	ALLOWED	87/951,155	--
NON-VISUAL "TRIPLE SEC" SCENT MARK	PENDING	88/011,947	--
NON-VISUAL "DETOX" SCENT MARK	PENDING	88/011,948	--
SUPER LEMON DROP	PENDING	88/270,953	--
MR. INCREDIBLE	REGISTERED	86/629,732	5,009,170
BABY BUTTERCUP	REGISTERED	86/765,863	5,110,880
Buttercup Logo	REGISTERED	77/960,806	3,856,768
DRYBAR	REGISTERED	86/901,662	5,044,864
NO CUTS. NO COLOR. JUST BLOWOUTS.	REGISTERED	77/944,218	3,856,546
SLUMBER PARTY	REGISTERED	86/766,250	5,110,884
BAY BREEZE	REGISTERED	86/406,355	4,886,661
BLONDE ALE	REGISTERED	86/552,710	4,875,943
BUTTERCUP	REGISTERED	86/087,594	4,529,605
Buttercup Logo	REGISTERED	85/672,272	4,423,968
DOUBLE PINT	REGISTERED	86/365,078	4,978,694
DRYBAR & Design	REGISTERED	85/672,274	4,423,969
DRYBAR	REGISTERED	85/842,497	4,442,715
DRYBAR	REGISTERED	77/982,583	4,043,735
DRY-ON-THE-FLY	REGISTERED	86/611,098	4,836,818
FULL PINT	REGISTERED	86/365,069	4,916,619
GOLD MINE	REGISTERED	86/140,856	4,570,068
HALF PINT	REGISTERED	86/365,073	4,916,620
HAPPY HOUR	REGISTERED	86/442,513	4,839,844
MAI TAI SPRITZER	REGISTERED	86/552,721	4,831,244
MONEY TO BLOW & Design	REGISTERED	86/075,154	4,562,894
MUDSLIDE	REGISTERED	86/558,689	4,831,727

PEACE, LOVE & BLOWOUTS! & Design	REGISTERED	85/651,205	4,411,933
PEACE, LOVE & BLOWOUTS!	REGISTERED	85/652,271	4,593,367
SAKE BOMB	REGISTERED	86/552,715	4,831,243
SOUTHERN BELLE	REGISTERED	85/796,785	4,371,997
SPARKLING SODA	REGISTERED	86/552,713	4,831,242
THE 3-DAY BENDER	REGISTERED	86/552,724	4,831,245
THE TRESS PRESS	REGISTERED	86/589,363	4,883,174
THE WARDEN	REGISTERED	86/822,882	5,111,077
TRIPLE SEC	REGISTERED	86/255,525	4,740,602
VELVET HAMMER	REGISTERED	86/589,369	4,883,176
DRYBAR DETOX	REGISTERED	87/263,916	5,205,143
PREP RALLY	REGISTERED	86/951,466	5,196,967
DOUBLE STANDARD	REGISTERED	86/948,333	5,183,173
MOCKTAIL	ALLOWED	87/340,546	--
DRYBAR	REGISTERED	87/427,930	5,281,444
THE SHERIFF	REGISTERED	87/579,719	5,432,461
LUCKY B!*CH	PENDING	88/097,170	--