

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM603630

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	SECURITY INTEREST
RESUBMIT DOCUMENT ID:	900573882

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Eurasia Concepts, Inc.		10/09/2020	Corporation: CALIFORNIA
Goody Products, Inc.		10/09/2020	Corporation: DELAWARE
J & D Brush Co., LLC		10/09/2020	Limited Liability Company: DELAWARE
Ouidad Licensing LLC		10/09/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Piper Sandler Finance, LLC
Street Address:	345 Park Avenue, 12th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10154
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 115

Property Type	Number	Word Mark
Registration Number:	3543671	LUXOR PRO
Registration Number:	4330506	WET BRUSH
Registration Number:	4331129	INTELLIFLEX
Registration Number:	4594669	THE WET SPRAY
Registration Number:	4430065	WET
Registration Number:	4391317	THE SHINE BRUSH BY "WET" BRUSH
Registration Number:	4492700	THE "MAN" BRUSH
Registration Number:	4528274	THE CONDITION BRUSH
Registration Number:	4492701	SOFTIPS
Registration Number:	4556057	WET BRUSH
Registration Number:	4601012	TIP2TOE
Registration Number:	4695005	SELFIE BRUSH
Registration Number:	4952490	EPIC COLLECTION
Registration Number:	5159939	POP FOLD

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5151321	TXTUREPRO
Registration Number:	4147858	TEEZE W/ EEZ
Registration Number:	4767677	TWEEZE W/ EEZ
Registration Number:	5275486	FLEX DRY
Registration Number:	5275791	SHOWER FLEX
Registration Number:	5403654	TIME RELEASE DETANGLER
Registration Number:	5471507	THERMAGRAPHENE
Registration Number:	5504920	OMNIFLEX
Registration Number:	5438427	WETBRUSH
Registration Number:	5521237	PETBRUSH BY WET BRUSH
Registration Number:	5765943	GRAPHENE TOOLS
Registration Number:	5572501	ORIGINAL DETANGLER
Registration Number:	5808768	SHINE ENHANCER
Registration Number:	5884375	EPIC PROFESSIONAL
Registration Number:	5890201	HEATFLEX
Serial Number:	88686904	WET BRUSH BREAK FREE
Serial Number:	88705611	VITABOOST
Serial Number:	88909494	SPEED DRY
Registration Number:	2414728	BIO IONIC
Registration Number:	3481342	ONEPASS
Serial Number:	88801450	NANOIONIC
Serial Number:	88801453	NANOIONIC
Registration Number:	3091629	ITOOLS
Registration Number:	3237016	BIO IONIC
Registration Number:	3925566	STYLEWINDER
Registration Number:	4615135	10X
Registration Number:	4759750	POWERLIGHT
Registration Number:	5906033	GOLDPRO
Serial Number:	88400601	BIO IONIC MOISTURIZING HEAT
Serial Number:	88119306	GRAPHENEMX
Registration Number:	1794602	OUIDAD
Registration Number:	6072769	OUIDAD
Registration Number:	2622565	CARVING AND SLICING
Registration Number:	3487652	BOTANICAL BOOST
Registration Number:	2554141	A CURL'S BEST FRIEND
Registration Number:	4219489	FRIZZ & FLYAWAY FIGHTER
Registration Number:	4403305	PLAYCURL
Registration Number:	4458712	WHIPPED CURLS

Property Type	Number	Word Mark
Registration Number:	3908016	CURL QUENCHER
Registration Number:	4009263	
Registration Number:	4464679	HYDRAFUSION
Registration Number:	4403309	TRESS EFFECTS
Registration Number:	4567039	CLIMATE CONTROL
Registration Number:	4624111	CURL RECOVERY
Registration Number:	4810114	VITALCURL
Registration Number:	5062555	KRLY
Registration Number:	5031163	THE CURL EXPERTS
Registration Number:	5208745	CURL IMMERSION
Registration Number:	5410090	KRLY KIDS
Registration Number:	5467982	CURL LAST
Registration Number:	5467973	ADVANCED CLIMATE CONTROL
Registration Number:	5548202	MOISTURE LOCK
Registration Number:	5612466	LET CURLS BE CURLS
Serial Number:	88527863	STYLUTIONS
Serial Number:	88612437	BYE-BYE BREAKAGE!
Serial Number:	88612486	READY, SET, CLEAN!
Serial Number:	88629869	BYE-BYE DRY!
Serial Number:	88768947	HEAVY LIFTING
Serial Number:	88797932	KINKED BY OUIDAD
Serial Number:	88802041	OUIDAD CURL SHAPER
Serial Number:	88901330	TWIST BY OUIDAD
Registration Number:	0131017	ACE
Registration Number:	5138142	AMP IT UP
Registration Number:	4498494	BOLD HOLD
Registration Number:	4875908	CLEAN RADIANCE
Registration Number:	1755394	COMFOR-TIP
Registration Number:	5138137	DETANGLE IT
Registration Number:	4401799	DOUBLE WEAR
Registration Number:	4411447	DOUBLE WEAR
Registration Number:	0761404	GOODY
Registration Number:	0781457	GOODY
Registration Number:	1172334	GOODY
Registration Number:	5351555	GOODY GO CURL
Registration Number:	4932070	GOODY HERITAGE
Registration Number:	2855927	OUCHLESS
Registration Number:	3019598	OUCHLESS

Property Type	Number	Word Mark
Registration Number:	5650705	OUCHLESS FOREVER
Registration Number:	4377293	QUIKSTYLE
Registration Number:	5052836	SIMPLE STYLES
Registration Number:	4064451	SLIDE PROOF
Registration Number:	1146091	SOLANO
Registration Number:	3912821	
Registration Number:	2961363	SPIN PINS
Registration Number:	4689075	START. STYLE. FINISH.
Registration Number:	4803395	START. STYLE. FINISH.
Registration Number:	3557994	STYLING THERAPY
Registration Number:	5138171	STRAIGHT TALK
Registration Number:	4351326	TANGLEFIX
Registration Number:	4384456	THICK FIX
Registration Number:	0787789	ACE
Registration Number:	5852943	HEAT 101
Registration Number:	5852942	TOTAL TEXTURE
Registration Number:	5986064	JELLY BANDS
Registration Number:	5985850	DENTLESS
Registration Number:	4184215	PRODIGY
Serial Number:	88789058	PLANET GOODY
Serial Number:	88590778	SOLANO VERO
Serial Number:	88590783	SOLANO FORZA
Serial Number:	88590787	SOLANO MODA
Serial Number:	88590789	SOLANO VERO ROSSO
Registration Number:	3790590	GOODY LUXE

CORRESPONDENCE DATA

Fax Number: 9495676710

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: 9498527792

Email: ipprosecution@orrick.com

Correspondent Name: ORRICK, HERRINGTON & SUTCLIFFE LLP

Address Line 1: 2050 MAIN STREET, SUITE 1100

Address Line 4: Irvine, CALIFORNIA 92614-8255

ATTORNEY DOCKET NUMBER: 35421.32

NAME OF SUBMITTER: Victor Santos

SIGNATURE: /Victor Santos/

DATE SIGNED: 10/19/2020

Total Attachments: 8

source=BBI - Trademark Security Agreement [Executed]#page1.tif

source=BBI - Trademark Security Agreement [Executed]#page2.tif

source=BBI - Trademark Security Agreement [Executed]#page3.tif

source=BBI - Trademark Security Agreement [Executed]#page4.tif

source=BBI - Trademark Security Agreement [Executed]#page5.tif

source=BBI - Trademark Security Agreement [Executed]#page6.tif

source=BBI - Trademark Security Agreement [Executed]#page7.tif

source=BBI - Trademark Security Agreement [Executed]#page8.tif

GRANT OF A SECURITY INTEREST –TRADEMARKS

This Trademark Security Agreement (this “Agreement”) is made as of October 9, 2020, by Eurasia Concepts, Inc., Goody Products, Inc., J & D Brush Co., LLC and Ouidad Licensing LLC (each a “Grantor” and, collectively, the “Grantors”), in favor of Piper Sandler Finance, LLC, in its capacity as collateral agent for the Secured Parties (together with its successors and assigns in such capacity, “Grantee”).

WHEREAS the Grantors own the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the “Trademarks”);

WHEREAS the Grantors have entered into a Pledge and Security Agreement, dated October 9, 2020 (as amended, restated, supplemented, modified or otherwise changed from time to time, the “Pledge and Security Agreement”), in favor of Grantee, as the Collateral Agent for itself and the Lenders;

WHEREAS, pursuant to the Pledge and Security Agreement, the Grantors have granted to the Grantee for the benefit of the Secured Parties (each such term as defined in the Pledge and Security Agreement), a continuing security interest in all Trademarks, together with all goodwill associated therewith and symbolized thereby and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action arising out of or relating to any infringement thereof and any and rights to recover from past, present and future violations thereof (the “IP Collateral”), as collateral security for the payment, performance and observance of the Secured Obligations (as defined in the Pledge and Security Agreement); and

NOW, THEREFORE, as collateral security for the payment, performance and observance, in full, of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby pledges and collaterally assigns to the Grantee (and its agents and designees), and grants to the Grantee (and its agents and designees), for the benefit of the Secured Parties, a continuing security interest, in all right, title and interest in and to the IP Collateral, wherever located and whether now or hereafter existing and whether now owned or hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title and interest, of every kind and description, tangible or intangible (other than, to the extent provided in the Pledge and Security Agreement, any Excluded Property).

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Pledge and Security Agreement.

Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the IP Collateral are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein and in the event of a conflict between this Agreement and the Pledge and Security Agreement, the relevant provision in the Pledge and Security Agreement controls.

Subject to any express limitations specified in the Pledge and Security Agreement, each Grantor agrees to, at its expense, promptly execute and deliver all instruments and documents and take all action that, in each case, the Grantee may reasonably request in order (i) to perfect and protect, or maintain the perfection of, the security interest and Lien purported to be created hereby; (ii) to enable the Grantee to exercise and enforce its rights and remedies under the Pledge and Security Agreement in respect of the IP Collateral in the manner contemplated therein; and (iii) to otherwise effect the purposes of this Agreement, including the executing and recording in the United States Patent and Trademark Office of this Agreement in order to perfect and preserve the security interest purported to be created hereby.

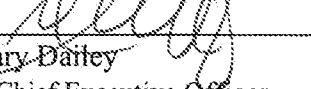
This Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

The parties hereto agree and acknowledge that (i) the transaction consisting of this Agreement may be conducted by electronic means, (ii) it is such party's intent that, if such party signs this Agreement using an electronic signature, it is signing, adopting and accepting this Agreement and that signing this Agreement using an electronic signature is the legal equivalent of having placed its handwritten signature on this Agreement on paper and (iii) it is being provided with an electronic or paper copy of this Agreement in a usable format.

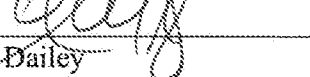
[Remainder of page intentionally left blank; signature page follows.]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

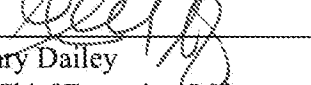
EURASIA CONCEPTS, INC.,
a California corporation,
as a Grantor

By: 
Name: Gary Dailey
Title: Co-Chief Executive Officer

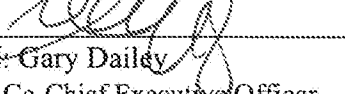
GOODY PRODUCTS, INC.,
a Delaware corporation,
as a Grantor

By: 
Name: Gary Dailey
Title: Co-Chief Executive Officer

J & D BRUSH CO., LLC,
a Delaware limited liability company,
as a Grantor

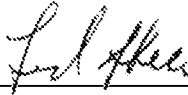
By: 
Name: Gary Dailey
Title: Co-Chief Executive Officer

QUIDAD LICENSING LLC,
a Delaware limited liability company,
as a Grantor

By: 
Name: Gary Dailey
Title: Co-Chief Executive Officer

Acknowledged and Agreed:

PIPER SANDLER FINANCE, LLC,
as Grantee

By:  _____

Name: Len Sheer


Title: President

SCHEDULE A TO GRANT OF A SECURITY INTEREST

Trademark Registrations and Applications

Owner	Mark	Application #	Registration #
J & D Brush Co., LLC	LUXOR PRO	78/730,175	3,543,671
J & D Brush Co., LLC	WET BRUSH	85/569,392	4,330,506
J & D Brush Co., LLC	INTELLIFLEX	85/696,923	4331129
J & D Brush Co., LLC	THE WET SPRAY	86/095,955	4594669
J & D Brush Co., LLC	WET	85/865,505	4430065
J & D Brush Co., LLC	THE SHINE BRUSH BY "WET" BRUSH	85/806,101	4391317
J & D Brush Co., LLC	THE "MAN" BRUSH	85/806,096	4492700
J & D Brush Co., LLC	THE CONDITION BRUSH	85/945,762	4528274
J & D Brush Co., LLC	SOFTIPS	85/806,105	4492701
J & D Brush Co., LLC		86/151,643	4556057
J & D Brush Co., LLC	TIP2TOE	86/186,220	4601012
J & D Brush Co., LLC	SELFIE BRUSH	86/314,852	4695005
J & D Brush Co., LLC	EPIC COLLECTION	86/509,327	4952490
J & D Brush Co., LLC	POP FOLD	87/111,324	5159939
J & D Brush Co., LLC	TXTUREPRO	87/173,419	5151321
J & D Brush Co., LLC	TEEZE W/ EEZ	85/353,266	4,147,858
J & D Brush Co., LLC	TWEEZE W/EEZ	86/411,507	4767677
J & D Brush Co., LLC	FLEX DRY	87/294,994	5,275,486
J & D Brush Co., LLC	SHOWER FLEX	87/298,828	5,275,791
J & D Brush Co., LLC	TIME RELEASE DETANGLER	87/397,459	5403654
J & D Brush Co., LLC	THERMAGRAPHENE	87/597,661	5,471,507
J & D Brush Co., LLC	OMNIFLEX	87/630,279	5,504,920
J & D Brush Co., LLC	WETBRUSH	87/688,171	5,438,427
J & D Brush Co., LLC		87/659,565	5,521,237
J & D Brush Co., LLC	GRAPHENE TOOLS	87/853,666	5,765,943
J & D Brush Co., LLC	ORIGINAL DETANGLER	87/929,344	5,572,501
J & D Brush Co., LLC	SHINE ENHANCER	88/077,027	5,808,768
J & D Brush Co., LLC	EPIC PROFESSIONAL	88/371,055	5884375
J & D Brush Co., LLC	HEATFLEX	88/379420	5890201
J & D Brush Co., LLC	WET BRUSH BREAK FREE	88686904	pending
J & D Brush Co., LLC	VITABOOST	88705611	pending
J & D Brush Co., LLC	SPEED DRY	88909494	pending

Owner	Mark	Application #	Registration #
Eurasia Concepts, Inc.	BIO IONIC	75/731,600	2,414,728
Eurasia Concepts, Inc.	ONEPASS	77/089,887	3,481,342
Eurasia Concepts, Inc.	NANOIONIC (Cl. 3)	88/801450	pending
Eurasia Concepts, Inc.	NANOIONIC (Cl. 9, 11, 21)	88/801453	pending
Eurasia Concepts, Inc.	ITOOOLS	78/571,807	3091629
Eurasia Concepts, Inc.	BIO IONIC (Class 009)	78/914,977	3237016
Eurasia Concepts, Inc.	STYLEWINDER	85/084,614	3925566
Eurasia Concepts, Inc.	10X	86/100,577	4615135
Eurasia Concepts, Inc.	POWERLIGHT	86/440,058	4759750
Eurasia Concepts, Inc.	GOLDPRO	87/141,264	5906033
Eurasia Concepts, Inc.	BIO IONIC MOISTURIZING HEAT	88/400601	pending
Eurasia Concepts, Inc.	GRAPHENEMX	88/119,306	pending
Ouidad Licensing LLC	OUIDAD	74/335,284	1,794,602
Ouidad Licensing LLC	OUIDAD (Cl. 3, 21, 35, 41, 42, 44)	88/448239	6072769
Ouidad Licensing LLC	CARVING AND SLICING	75/518,242	2,622,565
Ouidad Licensing LLC	BOTANICAL BOOST	77/303,241	3,487,652
Ouidad Licensing LLC	A CURL'S BEST FRIEND	78/020,071	2,554,141
Ouidad Licensing LLC	FRIZZ & FLYAWAY FIGHTER	85/488,256	4,219,489
Ouidad Licensing LLC	PLAYCURL	85/846,855	4,403,305
Ouidad Licensing LLC	WHIPPED CURLS	85/930,478	4,458,712
Ouidad Licensing LLC	CURL QUENCHER	85/059,983	3,908,016
Ouidad Licensing LLC		85/213,175	4,009,263
Ouidad Licensing LLC	HYDRAFUSION	85/725,661	4,464,679
Ouidad Licensing LLC	TRESS EFFECTS	85/846,882	4,403,309
Ouidad Licensing LLC	CLIMATE CONTROL	86/095,534	4,567,039
Ouidad Licensing LLC	CURL RECOVERY	86/206,737	4,624,111
Ouidad Licensing LLC	VITALCURL	86/401,892	4,810,114
Ouidad Licensing LLC	KRLY	86/876,919	5,062,555
Ouidad Licensing LLC	THE CURL EXPERTS	86/880,024	5,031,163
Ouidad Licensing LLC	CURL IMMERSION	87/197,234	5,208,745
Ouidad Licensing LLC	KRLY KIDS	87/201,898	5,410,090
Ouidad Licensing LLC	CURL LAST	87/623,384	5,467,982
Ouidad Licensing LLC	ADVANCED CLIMATE CONTROL	87/622,920	5,467,973
Ouidad Licensing LLC	MOISTURE LOCK	87/205,763	5,548,202
Ouidad Licensing LLC	LET CURLS BE CURLS	87/206,229	5,612,466
Ouidad Licensing LLC	STYLUTIONS	88/527,863	pending
Ouidad Licensing LLC	BYE-BYE BREAKAGE!	88/612437	pending
Ouidad Licensing LLC	READY, SET, CLEAN!	88/612486	pending
Ouidad Licensing LLC	BYE-BYE DRY!	88629869	pending
Ouidad Licensing LLC	HEAVY LIFTING	88768947	pending

Owner	Mark	Application #	Registration #
Ouidad Licensing LLC	KINKED BY OUIDAD	88797932	pending
Ouidad Licensing LLC	OUIDAD CURL SHAPER	88802041	pending
Ouidad Licensing LLC	TWIST BY OUIDAD	88/901,330	pending
Goody Products, Inc.	ACE	71/123,601	131,017
Goody Products, Inc.	AMP IT UP	86/595,257	5,138,142
Goody Products, Inc.	BOLD HOLD	85/420,400	4,498,494
Goody Products, Inc.	CLEAN RADIANCE	86/540,402	4,875,908
Goody Products, Inc.	COMFOR-TIP	74/295,581	1,755,394
Goody Products, Inc.	DETANGLE IT	86/594,015	5,138,137
Goody Products, Inc.	DOUBLE WEAR	85/977,910	4,401,799
Goody Products, Inc.	DOUBLE WEAR	85/276,009	4,411,447
Goody Products, Inc.	GOODY	72/142,508	761,404
Goody Products, Inc.	GOODY	72/186,939	781,457
Goody Products, Inc.	GOODY	73/273,408	1,172,334
Goody Products, Inc.	GOODY GO CURL	87/153,722	5,351,555
Goody Products, Inc.	GOODY HERITAGE	86/736,684	4,932,070
Goody Products, Inc.	OUCHLESS	78/201,268	2,855,927
Goody Products, Inc.	OUCHLESS	78/252,579	3,019,598
Goody Products, Inc.	OUCHLESS FOREVER	87/647,348	5,650,705
Goody Products, Inc.	QUIKSTYLE	85/541,973	4,377,293
Goody Products, Inc.	SIMPLE STYLES	86/764,614	5,052,836
Goody Products, Inc.	SLIDE PROOF	85/126,175	4,064,451
Goody Products, Inc.	SOLANO	73/219,508	1,146,091
Goody Products, Inc.	SOLANO SHIELD DESIGN 	77/837,416	3,912,821
Goody Products, Inc.	SPIN PINS	78/315,232	2,961,363
Goody Products, Inc.	START. STYLE. FINISH.	85/689,020	4,689,075
Goody Products, Inc.	START. STYLE. FINISH.	86/507,443	4,803,395
Goody Products, Inc.	STYLING THERAPY	77/001,444	3,557,994
Goody Products, Inc.	STRAIGHT TALK	86/616,809	5,138,171
Goody Products, Inc.	TANGLEFIX	85/588,902	4,351,326
Goody Products, Inc.	THICK FIX	85/332,216	4,384,456
Goody Products, Inc.	ACE (STYLIZED) ACE	72/204,039	787,789
Goody Products, Inc.	HEAT 101	88/011,262	5,852,943
Goody Products, Inc.	TOTAL TEXTURE	88/011,208	5,852,942
Goody Products, Inc.	JELLY BANDS	88/299,414	5,986,064
Goody Products, Inc.	DENTLESS	88/237,214	5,985,850
Goody Products, Inc.	PRODIGY	85/336,531	4,184,215
Goody Products, Inc.	PLANET GOODY	88/789,058	pending
Goody Products, Inc.	SOLANO VERO	88590778	pending

Owner	Mark	Application #	Registration #
Goody Products, Inc.	SOLANO FORZA	88590783	pending
Goody Products, Inc.	SOLANO MODA	88590787	pending
Goody Products, Inc.	SOLANO VERO ROSSO	88590789	pending
Goody Products, Inc.	GOODY LUXE	77/266,228	3,790,590