

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM839567

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beauty Holding LLC		08/31/2023	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Sally Beauty International Finance LLC
Street Address:	3001 Colorado Blvd
City:	Denton
State/Country:	TEXAS
Postal Code:	76210
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	87097286	BEAUTY SYSTEMS GROUP
Serial Number:	78086109	BSG
Serial Number:	88415991	COLORVIEW
Serial Number:	90304726	DIY UNIVERSITY BY SALLY BEAUTY
Serial Number:	90622079	HAIRSCRIPTION
Serial Number:	97529299	HAPPY BEAUTY CO.
Serial Number:	97609026	HAPPY BEAUTY CO.
Serial Number:	97529297	HAPPY CO. BEAUTY
Serial Number:	97529293	HB CO.
Serial Number:	97609030	HB CO.
Serial Number:	98103171	HB CO
Serial Number:	86829020	LICENSED TO CREATE
Serial Number:	86122036	LOXA
Serial Number:	73136463	PRO CARE
Serial Number:	97510550	PRO QUALITY. FOR LESS.
Serial Number:	74304221	SALLY
Serial Number:	78232809	SALLY BEAUTY
Serial Number:	78061857	SALLY BEAUTY

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TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86634466	SALLY BEAUTY
Serial Number:	86756820	SALLY BEAUTY
Serial Number:	86756824	SALLY BEAUTY
Serial Number:	86756817	SALLY BEAUTY
Serial Number:	86756811	SALLY BEAUTY
Serial Number:	86756808	SALLY BEAUTY
Serial Number:	86756806	SALLY BEAUTY
Serial Number:	88756602	SALLY BEAUTY
Serial Number:	78135732	SALLY BEAUTY SUPPLY
Serial Number:	90621984	SALLY.
Serial Number:	90755306	SALLY.
Serial Number:	86634471	SALLYBEAUTY
Serial Number:	90507330	SALLYPEDIA
Serial Number:	77194560	SALON-MATE
Serial Number:	78366711	STRICTLY PROFESSIONAL
Serial Number:	97444403	STUDIO BY SALLY
Serial Number:	98158598	STUDIO BY SALLY

CORRESPONDENCE DATA

Fax Number:

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: 703-957-5274
Email: jhousey@litmuslaw.com
Correspondent Name: Janice Housey
Address Line 1: 4 Weems Lane #240
Address Line 4: Winchester, VIRGINIA 22601

NAME OF SUBMITTER:	Janice Housey
SIGNATURE:	/Janice Housey/
DATE SIGNED:	09/15/2023

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment is made between **Beauty Holding LLC** (a limited liability company of Delaware) with an address of 3001 Colorado Blvd., Denton, TX 76210 (the "Assignor") and **Sally Beauty International Finance LLC** (a limited liability company of Delaware) with an address of 3001 Colorado Blvd., Denton, TX 76210 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title, interest, and goodwill associated therewith, in and to the trademark applications and registrations shown in the Attached Schedule I (the "Trademarks"); and

WHEREAS, Assignor desires to convey, transfer, assign, and deliver to Assignee all of Assignor's right, title, interest, and all goodwill in and to the Trademarks, and Assignee is desirous of acquiring such rights.

NOW THEREFORE, the parties agree as follows with the intent to be legally bound:

For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer, assign and convey unto the Assignee, and its successors and assigns, all of Assignor's right, title, interest, and goodwill in and to the Trademarks together with the business associated with the Trademarks, the goodwill associated with these Trademarks and the trademark applications and registrations therefor.

Assignor has caused this Trademark Assignment to be duly executed and authorized on August 31, 2023 and is entered into effective for all purposes as of **11:58 PM on August 31, 2023**.

IN WITNESS WHEREOF, Assignor has signed this Agreement.

ASSIGNOR

By: *John Henrich*
John Henrich (Aug 31, 2023 11:58:07 CDT)
Name: John Henrich
Title: SVP, General Counsel, Secretary

Date: August 31, 2023

SCHEDULE I

Trademarks

Mark	Serial #	Reg. #	Status
BEAUTY SYSTEMS GROUP	87/097,286	5435903	Registered
BSG	78/086,109	2972621	Registered
COLORVIEW	88/415,991	6190714	Registered
DIY UNIVERSITY BY SALLY BEAUTY	90/304,726	6992265	Registered
HAIRSCRIPTION	90/622,079	[NA]	Pending
HAPPY BEAUTY CO.	97/529,299	[NA]	Pending
HAPPY BEAUTY CO.	97/609,026 (and child application thereto)	[NA]	Pending
HAPPY CO. BEAUTY	97/529,297	[NA]	Pending
HB CO.	97/529,293	[NA]	Pending
HB CO.	97/609,030 (and child application thereto)	[NA]	Pending
HB CO.	98/103,171 (and child application thereto)	[NA]	Pending
LICENSED TO CREATE	86/829,020	5019339	Registered
LOXA	86/122,036	5256538	Registered
PRO CARE	73/136,463	1152062	Registered
PRO QUALITY. FOR LESS.	97/510,550	7032941	Registered
SALLY	74/304,221	1763527	Registered
SALLY BEAUTY	78/232,809	2810775	Registered
SALLY BEAUTY	78/061,857	2582384	Registered
SALLY BEAUTY	86/634,466	4894770	Registered
SALLY BEAUTY	86/756,820	4963814	Registered
SALLY BEAUTY	86/756,824	4972245	Registered
SALLY BEAUTY	86/756,817	4941345	Registered
SALLY BEAUTY	86/756,811	4972244	Registered
SALLY BEAUTY	86/756,808	4968024	Registered
SALLY BEAUTY	86/756,806	5069897	Registered
SALLY BEAUTY	88/756,602	6252782	Registered
SALLY BEAUTY SUPPLY	78/135,732	2799286	Registered
SALLY.	90/621,984	6590460	Registered
SALLY.	90/755,306	6759394	Registered
SALLYBEAUTY	86/634,471	4894771	Registered
SALLYPEDIA	90/507,330	[NA]	Pending
SALON-MATE	77/194,560	3348016	Registered
STRICTLY PROFESSIONAL	78/366,711	3159879	Registered
STUDIO BY SALLY	97/444,403	[NA]	Pending
STUDIO BY SALLY	98/158,598	[NA]	Pending