

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Execution Date
Sally Beauty Supply LLC	11/12/2010

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as agent
Street Address:	10 Federal Street
Internal Address:	9th Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02110

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	29343060

CORRESPONDENCE DATA

Fax Number: (202)408-3141

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 202-408-3121 x2348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:

584850-005

NAME OF SUBMITTER:

Jean Paterson

Total Attachments: 5

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PATENT
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**GRANT OF SECURITY INTEREST
IN UNITED STATES PATENTS**

November 12, 2010

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, SALLY BEAUTY SUPPLY LLC, a Delaware limited liability company with its principal office at 3001 Colorado Blvd., Denton, TX 76210 (the "Grantor"), hereby grants to BANK OF AMERICA, N.A., as Collateral Agent for certain lenders and other secured parties, with offices at 100 Federal Street, 9th Floor, Boston, Massachusetts 02110 (the "Grantee"), a continuing security interest in (i) all of the right, title and interest in, to and under to the United States patents, patent registrations and patent applications (the "Patents") set forth on Schedule A attached hereto, (ii) all proceeds and products of the Patents, (iii) the goodwill of the businesses with which the Patents are associated and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Patents or unfair competition regarding the same.

THIS GRANT OF SECURITY INTEREST IN UNITED STATES PATENTS (this "Grant") is made to secure the satisfactory performance and payment of all the Secured Obligations of the Grantor, as such term is defined in the Security Agreement between, among others, the Grantors and the Grantee, dated as of November 12, 2010 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement").

This Grant has been granted in conjunction with the security interest granted to the Grantee under the Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

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IN WITNESS WHEREOF, the undersigned has executed this Grant as of the date above first written.

SALLY BEAUTY SUPPLY LLC, as a Grantor

By: 

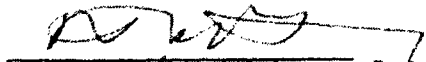
Name: Mark J. Flaherty

Title: Senior Vice President and Chief Financial Officer

Signature Page to Grant of Security Interest in U.S. Patents

PATENT
REEL: 025411 FRAME: 0473

BANK OF AMERICA, N.A.,
as Collateral Agent and as Grantee

By: 
Name: Matthew Potter
Title: Vice President

Signature Page to Grant of Security Interest in U.S. Patents

SCHEDULE A

<u>Patents</u>	<u>Owner</u>	<u>Application/ Filing Date</u>	<u>Status</u>	<u>Application/ Registration No.</u>	<u>Country</u>
Hair Extension Pouch	Sally Beauty Supply LLC	9/4/2009	Pending	29/343060	US

Schedule A to Grant of Security Interest in United States Patents