

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Elizabeth Arden Salons, Inc.		08/04/2006	CORPORATION: ARIZONA
Mario Tricoci Hair Salons & Day Spas, Inc.		08/04/2006	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	Dymas Funding Company, LLC, as Agent
Street Address:	One North Franklin Street, Suite 3500
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2741557	E
Registration Number:	2684119	E-SOLUTIONS
Registration Number:	2981437	PRINT-A-GIFT
Registration Number:	2981436	PRINT-A-GIFT
Registration Number:	2747766	SPA 7/52 LIVE IT. ANY DAY. EVERYDAY.
Serial Number:	75811652	SPA 7 52
Registration Number:	3081114	SPA IN A BOX
Registration Number:	2902026	SPA IN A BOX
Registration Number:	3011834	UNLOCK THE CURE
Registration Number:	2499016	VILLA FLORIANI
Serial Number:	76047644	MARIO TRICOCI HAIR SALONS AND DAY SPAS
Serial Number:	76047641	TRICOCI
Serial Number:	76047452	MARIO TRICOCI TOO

OP \$415.00 2741557

Serial Number:	76047453	MARIO TRICOCI
Serial Number:	76047451	M
Serial Number:	76047642	TRICOCI TOO

CORRESPONDENCE DATA

Fax Number: (312)863-7496
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 3128637194
Email: sonya.szot@goldbergkohn.com
Correspondent Name: Sonya Szot
Address Line 1: 55 E. Monroe Street, Suite 3700
Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	5859.011
NAME OF SUBMITTER:	Sonya Szot
Signature:	/Sonya Szot/
Date:	08/31/2006

Total Attachments: 3
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ASSIGNMENT FOR SECURITY - TRADEMARKS

WHEREAS, Elizabeth Arden Salons, Inc., an Arizona corporation, and Mario Tricoci Hair Salons & Day Spas, Inc., an Arizona corporation (collectively, the "Assignors") have adopted, used and are using, and hold all right, title and interest in and to, the trademarks and service marks listed on the annexed Schedule 1A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Assignors have entered into a Security Agreement, dated as of the date hereof (the "Security Agreement"), in favor of Dymas Funding Company, LLC, in its capacity as Administrative Agent for certain lenders (the "Assignee"), pursuant to which the Assignors have assigned to the Assignee and granted to the Assignee for the benefit of the lenders a continuing security interest in all right, title and interest of the Assignors in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Obligations (as defined in the Security Agreement);


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors do hereby pledge, convey, sell, assign, transfer and set over unto the Assignee and grant to the Assignee for the benefit of the lenders a continuing security interest in the Collateral to secure the prompt payment, performance and for the benefit of the lenders observance of the Obligations.

The Assignors do hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

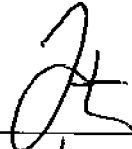
[Signature page follows]

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of August 4, 2006.

ELIZABETH ARDEN SALONS, INC.

By: 
Name: Lawrence K. White
Title: Vice President

MARIO TRICOCI HAIR SALONS & DAY SPAS,
INC.

By: 
Name: Lawrence K. White
Title: SVP / CFO

SCHEDULE 1A TO ASSIGNMENT FOR SECURITY

TRADEMARKS

<u>Owner</u>	<u>Trademark Description</u>	<u>Serial Number</u>	<u>Registration Number</u>	<u>Issue Date</u>
Elizabeth Arden Salons, Inc.	E and Design	76-449800	2741557	7/29/2003
Elizabeth Arden Salons, Inc.	E-Solutions	75-873593	2684119	2/24/2003
Elizabeth Arden Salons, Inc.	Print-A-Gift (gift certificates)	76-479980	2981437	8/2/2005
Elizabeth Arden Salons, Inc.	Print-A-Gift (retail on-line services)	76-479975	2981436	8/2/2005
Elizabeth Arden Salons, Inc.	Spa 7/52 Live It. Any Day. Every Day.	76-050686	2747766	8/5/2003
Elizabeth Arden Salons, Inc.	Spa 752	75-811652	pending	pending
Elizabeth Arden Salons, Inc.	Spa In A Box	76-449812	3081114	4/18/2006
Elizabeth Arden Salons, Inc.	Spa In A Box (cosmetics & fragrances)	76-450062	2902026	11/9/2004
Elizabeth Arden Salons, Inc.	Unlock The Cure	76-544793	3011834	11/1/2005
Elizabeth Arden Salons, Inc.	Villa Floriani	75-873-592	2499016	10/16/2001
Mario Tricoci Hair Salons & Day Spas, Inc.	Mario Tricoci Hair Salons & Day Spas	76-047644		5/12/2000
Mario Tricoci Hair Salons & Day Spas, Inc.	Tricoci	76-047641		5/12/2000
Mario Tricoci Hair Salons & Day Spas, Inc.	Mario Tricoci Too	76-047452		5/12/2000
Mario Tricoci Hair Salons & Day Spas, Inc.	Mario Tricoci	76-047453		5/12/2000
Mario Tricoci Hair Salons & Day Spas, Inc.	MT (logo)	76-047451		5/12/2000
Mario Tricoci Hair Salons & Day Spas, Inc.	Tricoci Too	76-047642		5/12/2000