

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM434129

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beauty Holding LLC		07/06/2017	Limited Liability Company: DELAWARE
Armstrong McCall, L.P.		07/06/2017	Limited Partnership: TEXAS
Beauty Systems Group LLC		07/06/2017	Limited Liability Company: DELAWARE
Innovations-Successful Salon Services		07/06/2017	Corporation: CALIFORNIA
Beauty Systems Group (Canada), Inc.		07/06/2017	Corporation: CANADA

RECEIVING PARTY DATA

Name:	Bank of America, N.A.
Street Address:	100 Federal Street, 9th Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02110
Entity Type:	Bank: UNITED STATES

PROPERTY NUMBERS Total: 227

Property Type	Number	Word Mark
Registration Number:	4603177	MARULA NATURE
Registration Number:	4386342	ARMSTRONG MCCALL
Registration Number:	1675418	ARMSTRONG MCCALL
Registration Number:	3355085	WORLD'S FAIR OF COSMETIC ARTS AND SCIENC
Registration Number:	3235416	GET'N WAVES
Registration Number:	3198974	HEEL TO TOE
Registration Number:	2885035	AIR HEAD
Registration Number:	2789827	BADA BING
Registration Number:	2392377	BATH SECRETS
Registration Number:	3086020	BEACH HEAD
Registration Number:	3127498	BEAUTIQUE
Registration Number:	2114289	BEAUTIQUE
Registration Number:	1884486	BEAUTY SECRETS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	4712922	
Registration Number:	3419661	BEE KISSED
Registration Number:	3419418	BEE KISSED
Registration Number:	2249895	BEST TRESSED
Registration Number:	2265665	BEYOND BELIEF
Registration Number:	3485915	BEYOND BELIEF
Registration Number:	2846710	BEYOND BELIEF
Registration Number:	2882901	BEYOND THE ZONE
Registration Number:	2923001	BEYOND THE ZONE
Registration Number:	5134310	BITZY
Registration Number:	2562797	BLOND BRILLIANCE
Registration Number:	3269238	BRUSH STROKES
Registration Number:	2972621	BSG
Registration Number:	4293147	BTZ
Registration Number:	4868557	CHROMAXTEND
Registration Number:	2962331	COLOR BOMBZ
Registration Number:	3690077	COLOR BRILLIANCE
Registration Number:	1899532	COLOR BRILLIANCE
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2861230	COLOR JAMZ
Registration Number:	3432963	COLORESSE
Registration Number:	3494973	CRYSTAL D'ORO
Registration Number:	4568829	CURL 3HD
Registration Number:	3358849	DEMENTED
Registration Number:	3128126	DERANGED
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	3547836	DESIGNING SILK
Registration Number:	3544553	DL
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	0868250	ELAN
Registration Number:	3498953	EVOLVE
Registration Number:	3498954	EVOLVE
Registration Number:	4313522	EXPRESS LOCS
Registration Number:	2849567	FACE SECRETS
Registration Number:	2846498	FACE SECRETS
Registration Number:	3502711	FAVE FOTO
Registration Number:	4386865	FC FEMME COUTURE

Property Type	Number	Word Mark
Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	3554727	FEMME COUTURE
Registration Number:	3558403	FINAL TAKE
Registration Number:	1187293	FINGERPAINTS
Registration Number:	3432964	FIRST MAIDEN
Registration Number:	3502684	FLAWLESS TOUCH
Registration Number:	2830853	FLIPPED OUT
Registration Number:	4548310	FOCUS ESTILISTA
Registration Number:	1678208	FOR PERMS ONLY
Registration Number:	3388714	FOR THE UNCOMMON HAIR EXPERIENCE
Registration Number:	4573524	FP
Registration Number:	3347151	FRIZZ ZAPPER
Registration Number:	2724419	FROZEN STIFF
Registration Number:	3775995	GATOR
Registration Number:	3632859	GENERIC VALUE PRODUCTS
Registration Number:	2180526	GENERIC VALUE PRODUCTS
Registration Number:	3245401	GENERIC VALUE PRODUCTS
Registration Number:	3170628	GENERIC VALUE PRODUCTS
Registration Number:	2830813	GET'N CREAMED
Registration Number:	2968063	GRIPPER
Registration Number:	3115264	GVP
Registration Number:	3113018	GVP
Registration Number:	3596426	GVP
Registration Number:	4562594	HAIRSCRIPTION
Registration Number:	4459793	HAIRTENSITY
Registration Number:	3485764	HEATMASTER
Registration Number:	3226202	HIDE RIDGES
Registration Number:	3750316	HOOP-LA
Registration Number:	3419030	HOT N SILKY
Registration Number:	4009537	HOT N SILKY
Registration Number:	4444360	I.FUSION HEAT THERAPY
Registration Number:	3511017	INTENSE COLOR COMPLEX
Registration Number:	3410256	INTENSIVE SHINE
Registration Number:	3529010	ION
Registration Number:	2760298	ION
Registration Number:	1320267	ION
Registration Number:	3071641	ION
Registration Number:	4966457	ION

Property Type	Number	Word Mark
Registration Number:	5015383	ION
Registration Number:	5112146	ION
Registration Number:	5134655	ION SENSITIVE SCALP
Registration Number:	3171617	ION SENSITIVE SCALP
Registration Number:	2765664	LAST CALL
Registration Number:	5019339	LICENSED TO CREATE
Registration Number:	4697123	LOXA BEAUTY
Registration Number:	1726434	MARLO BEAUTY SUPPLY
Registration Number:	2359609	MEDILIP
Registration Number:	3166089	MEGASILK
Registration Number:	2846753	METAGRIP
Registration Number:	3468666	MINERAL EFFECTS
Registration Number:	4343997	MODERN ELEMENTS
Registration Number:	5221968	MODERN ELEMENTS
Registration Number:	4013162	MONSTER LASH
Registration Number:	4489235	MYSTIC DIVINE
Registration Number:	2650144	NAIL LIFE
Registration Number:	3512597	NATURAL IONIC ENERGY
Registration Number:	3512598	NATURAL IONIC ENERGY
Registration Number:	3512613	NATURAL IONIC ENERGY
Registration Number:	4502482	NATURALLY SILK ELEMENTS
Registration Number:	1769609	NET EFFECT
Registration Number:	0799630	NEW IMAGE
Registration Number:	3755086	NEW IMAGE
Registration Number:	3378312	NEX.FAZE
Registration Number:	2765665	NOODLE HEAD
Registration Number:	3772390	ONE STROKE
Registration Number:	3779591	PERPETUAL HEAT
Registration Number:	3327607	PLUGGED IN
Registration Number:	3362209	PLUGGED IN
Registration Number:	3378441	PLUGGED IN
Registration Number:	3309951	PLUGGED IN GED
Registration Number:	5221998	POPSI CURLS
Registration Number:	3468816	POWER IQ
Registration Number:	2360769	POWER LIFT
Registration Number:	1152062	PRO CARE
Registration Number:	2404574	PROCLAIM
Registration Number:	2936960	PROCLAIM

Property Type	Number	Word Mark
Registration Number:	3359455	PROMATE
Registration Number:	2793048	PROTEIN COCKTAIL
Registration Number:	2418929	PUCKER UPS
Registration Number:	2652574	QUICK WHITE
Registration Number:	2861295	RASPBERRY KAMIKAZE
Registration Number:	4289976	RETRO VINYL
Registration Number:	2675527	ROCK ON
Registration Number:	2316754	SALLY
Registration Number:	1763527	SALLY
Registration Number:	2810775	SALLY BEAUTY
Registration Number:	2582384	SALLY BEAUTY
Registration Number:	4894770	SALLY BEAUTY
Registration Number:	4894771	SALLYBEAUTY
Registration Number:	4963814	SALLY BEAUTY
Registration Number:	4972245	SALLY BEAUTY
Registration Number:	4941345	SALLY BEAUTY
Registration Number:	4972244	SALLY BEAUTY
Registration Number:	4968024	SALLY BEAUTY
Registration Number:	5069897	SALLY BEAUTY
Registration Number:	2799286	SALLY BEAUTY SUPPLY
Registration Number:	3978646	SALLY GIRL
Registration Number:	3866355	SALLY GIRL
Registration Number:	3127488	SALLY GIRL
Registration Number:	3377854	SALLYMATE
Registration Number:	2083563	SALON CARE
Registration Number:	2540686	SALON CARE
Registration Number:	2301571	SALON CARE
Registration Number:	2765791	SALON CARE
Registration Number:	2850945	SALON CARE
Registration Number:	3588528	SALON CARE BLUE FLASH
Registration Number:	3348016	SALON-MATE
Registration Number:	3677392	SATIN STRANDS
Registration Number:	3256897	SATIN STRANDS
Registration Number:	2806741	SAVAGE BRONZE
Registration Number:	3011362	SHEER GLORY
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	3592501	SILK ELEMENTS
Registration Number:	4195570	SILK ELEMENTS KERA MINERALS

Property Type	Number	Word Mark
Registration Number:	3136681	SILKEN CHILD
Registration Number:	3532023	SO GORGEOUS
Registration Number:	2885024	SPIKE IT
Registration Number:	2830863	SPLIT MENDER
Registration Number:	2362945	STIFF HEAD
Registration Number:	3935011	STOW 'N GO
Registration Number:	3944188	STOW 'N GO
Registration Number:	4122785	STRAIGHT N' SPIRAL
Registration Number:	3323578	STRAIGHT SHOT
Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	3944266	STYLE IT UP
Registration Number:	3240784	STYLE IT UP
Registration Number:	4593373	STYLER HD
Registration Number:	3494978	SUPER JUICIES SHEER
Registration Number:	2088126	SURE-BOND
Registration Number:	3967014	TAHITI WOOD
Registration Number:	3166170	TANWISE
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	3419320	TOOL SCIENCE
Registration Number:	3419321	TOOL SCIENCE
Registration Number:	3346276	TOOL SCIENCE
Registration Number:	3346277	TOOL SCIENCE
Registration Number:	3825067	TOOL STRUCTURE
Registration Number:	3775415	TOOL STRUCTURE
Registration Number:	3677502	TOTAL IMPACT
Registration Number:	3390960	TURN UP THE HEAT
Registration Number:	4184130	VENIQUE
Registration Number:	4847212	VIAPLEX
Registration Number:	4456198	VINTAGE GLAM
Registration Number:	3495875	WAX IT UP
Registration Number:	3338819	WET LOOK
Registration Number:	1284849	WET LOOK
Registration Number:	2425130	WHATEVER YOU WANT. WHENEVER YOU NEED IT.
Registration Number:	2322182	WILDEST DREAMS
Registration Number:	3667152	ZERO TO SEXY
Registration Number:	2820578	BARNUM
Registration Number:	2763114	VICTORY
Registration Number:	2043011	COSMOPROF

Property Type	Number	Word Mark
Registration Number:	2025319	COSMOPROF
Registration Number:	3678570	COSMOPROF
Registration Number:	3678571	COSMOPROF
Registration Number:	3401828	NATURAL 7 OIL
Registration Number:	3207377	MAD MUD
Registration Number:	3294067	NATURAL BALANCE
Registration Number:	3930611	FUSION ENERGY OF BEAUTY
Registration Number:	3174884	SILK ELEMENTS REVIVE & RESTORE
Registration Number:	3948900	LIGHTNING LASH
Registration Number:	3887715	METALWORX
Registration Number:	3884022	SILVERBACK
Registration Number:	3883923	NATURAL FOCUS
Registration Number:	3905139	MISS MOJO
Registration Number:	3911777	MINI MOJO
Registration Number:	3914883	CRIMP MY STYLE
Registration Number:	3494946	SAVVY
Registration Number:	3347997	CRYSTAL BRILLANTE
Registration Number:	799629	NEW IMAGE
Registration Number:	3923416	INSPIRED BY NATURE
Registration Number:	2029967	QUICKSHIP
Registration Number:	806155	NATURAL BALANCE
Registration Number:	3947852	FEMME COUTURE
Serial Number:	87200266	ION
Serial Number:	86122036	LOXA

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: 2023704750

Email: ipteam@cogencyglobal.com

Correspondent Name: Darlena Bari Stark

Address Line 1: 1025 Vermont Ave NW, Suite 1130

Address Line 2: COGENCY GLOBAL INC.

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER: F171196

NAME OF SUBMITTER: Lisa A. Cobbett

SIGNATURE: /Lisa A. Cobbett/

DATE SIGNED: 07/07/2017

Total Attachments: 21

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GRANT OF SECURITY INTEREST
IN TRADEMARKS

July 6, 2017

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, each of the undersigned entities listed on Schedule A attached hereto, each with principal offices at 3001 Colorado Blvd., Denton, TX 76210 (collectively, 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 Grantor’s right, title and interest in, to and under to the United States and Canadian trademarks, service marks, trademark registrations, service mark registrations, trademark applications, and service mark applications (the foregoing, collectively, the “Marks”) set forth on Schedule B attached hereto, (ii) all proceeds and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same.

THIS GRANT OF SECURITY INTEREST IN TRADEMARKS (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 Second Amended and Restated Security Agreement between, among others, the Grantors and the Grantee, dated as of July 6, 2017 (as amended, restated, supplemented or otherwise modified from time to time, the “US Security Agreement”) and in the Second Amended and Restated General Security Agreement between, among others, the Grantors and the Grantee, dated as of July 6, 2017 (as amended, restated, supplemented or otherwise modified from time to time, the “Canadian Security Agreement”, and together with the US Security Agreement, the “Security Agreements”).

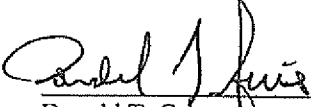
This Grant has been granted in conjunction with the security interest granted to the Grantee under the Security Agreements. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreements, all terms and provisions of

which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreements, the provisions of the Security Agreements shall govern.

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


BEAUTY HOLDING LLC
ARMSTRONG MCCALL, L.P.
BEAUTY SYSTEMS GROUP LLC
INNOVATIONS – SUCCESSFUL SALON
SERVICES, as Grantors

By: 
Name: Donald T. Grimes
Title: Senior Vice President and Chief
Financial Officer

Signature Page to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 006100 FRAME: 0262

BEAUTY SYSTEMS GROUP (CANADA), INC.

By: 
Name: John Hearn
Title: Vice President

Signature Page to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 006100 FRAME: 0263

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

By: 
Name: Matthew Potter
Title: Vice President

SCHEDULE A

INNOVATIONS – SUCCESSFUL SALON SERVICES
BEAUTY HOLDING LLC
ARMSTRONG MCCALL, L.P.
BEAUTY SYSTEMS GROUP LLC
BEAUTY SYSTEMS GROUP (CANADA), INC.

Schedule A to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 006100 FRAME: 0265

Schedule B

Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
MARULA NATURE & Design	Beauty Holdings LLC	Registered	86104875	10/29/2013	4603177	9/9/2014
ARMSTRONG MCCALL	Armstrong McCall, L.P.	Registered	85568445	3/13/2012	4386342	8/20/2013
ARMSTRONG MCCALL	Armstrong McCall, L.P.	Registered	74141385	2/21/1991	1675418	2/11/1992
WORLD'S FAIR OF COSMETIC ARTS AND SCIENCES	Armstrong McCall, L.P.	Registered	77089588	1/24/2007	3355085	12/18/2007
GET'N WAVES	BEAUTY HOLDING LLC	Registered	78978089	12/31/2003	3235416	4/24/2007
HEEL TO TOE	BEAUTY HOLDING LLC	Registered	78896909	5/31/2006	3198974	1/16/2007
AIR HEAD	BEAUTY HOLDING LLC	Registered	78109761	2/19/2002	2885035	9/14/2004
BADA BING	BEAUTY HOLDING LLC	Registered	78133272	6/5/2002	2789827	12/2/2003
BATH SECRETS	BEAUTY HOLDING LLC	Registered	75979403	7/16/1998	2392377	10/3/2000
BEACH HEAD	BEAUTY HOLDING LLC	Registered	78087583	10/9/2001	3086020	4/25/2006
BEAUTIQUE	BEAUTY HOLDING LLC	Registered	78156511	8/21/2002	3127498	8/8/2006
BEAUTIQUE	BEAUTY HOLDING LLC	Registered	75222700	1/8/1997	2114289	11/18/1997
BEAUTY SECRETS	BEAUTY HOLDING LLC	Registered	74237245	1/13/1992	1884486	3/21/1995
BEAUTY SECRETS	BEAUTY HOLDING LLC	Registered	78135731	6/14/2002	2887503	9/21/2004
BEAUTY SECRETS Stylized Black Flower	BEAUTY HOLDING LLC	Registered	85819802	1/10/2013	4712922	3/31/2015

Schedule B to Grant of Security Interest in Trademarks

**TRADEMARK
REEL: 006100 FRAME: 0266**

Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
BEE KISSED	BEAUTY HOLDING LLC	Registered	77975330	10/12/2006	3419661	4/29/2008
BEE KISSED	BEAUTY HOLDING LLC	Registered	77116498	2/26/2007	3419418	4/29/2008
BEST TRESSED	BEAUTY HOLDING LLC	Registered	75045549	1/5/1996	2249895	6/1/1999
BEYOND BELIEF	BEAUTY HOLDING LLC	Registered	75395948	11/25/1997	2265665	7/27/1999
BEYOND BELIEF	BEAUTY HOLDING LLC	Registered	77195156	6/1/2007	3485915	8/12/2008
BEYOND BELIEF	BEAUTY HOLDING LLC	Registered	78182437	11/6/2002	2846710	5/25/2004
BEYOND THE ZONE	BEAUTY HOLDING LLC	Registered	78119319	4/3/2002	2882901	9/7/2004
BEYOND THE ZONE & Design	BEAUTY HOLDING LLC	Registered	78342791	12/18/2003	2923001	2/1/2005
BITZY	BEAUTY HOLDING LLC	Registered	86689642	7/10/2015	5134310	1/31/2017
BLOND BRILLIANCE	BEAUTY HOLDING LLC	Registered	75744708	7/7/1999	2562797	4/23/2002
BRUSH STROKES	BEAUTY HOLDING LLC	Registered	78521706	11/23/2004	3269238	7/24/2007
BSG	BEAUTY HOLDING LLC	Registered	78086109	9/28/2001	2972621	7/19/2005
BTZ	BEAUTY HOLDING LLC	Registered	85461331	11/1/2011	4293147	2/19/2013
CHROMAXTEND	BEAUTY HOLDING LLC	Registered	86411543	10/1/2014	4868557	12/8/2015
COLOR BOMBZ	BEAUTY HOLDING LLC	Registered	78353521	1/19/2004	2962331	6/14/2005
COLOR BRILLIANCE	BEAUTY HOLDING LLC	Registered	77384655	1/30/2008	3690077	9/29/2009

Schedule B to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 006100 FRAME: 0267

Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
COLOR BRILLIANCE	BEAUTY HOLDING LLC	Registered	74436791	9/17/1993	1899532	6/13/1995
COLOR DEFENSE	BEAUTY HOLDING LLC	Registered	78150705	8/5/2002	2823066	3/16/2004
COLOR JAMZ	BEAUTY HOLDING LLC	Registered	78093546	11/15/2001	2861230	7/6/2004
COLORESSE	BEAUTY HOLDING LLC	Registered	78777829	12/21/2005	3432963	5/20/2008
CRYSTAL D'ORO	BEAUTY HOLDING LLC	Registered	77260907	8/21/2007	3494973	9/2/2008
CURL 3HD	BEAUTY HOLDING LLC	Registered	85656728	6/20/2012	4568829	7/15/2014
DEMENTED	BEAUTY HOLDING LLC	Registered	77147224	4/3/2007	3358849	12/25/2007
DERANGED	BEAUTY HOLDING LLC	Registered	78617063	4/26/2005	3128126	8/8/2006
DESIGN LENGTHS	BEAUTY HOLDING LLC	Registered	77014504	10/5/2006	3477197	7/29/2008
DESIGNING SILK	BEAUTY HOLDING LLC	Registered	77279400	9/14/2007	3547836	12/16/2008
DL & Design	BEAUTY HOLDING LLC	Registered	77258333	8/17/2007	3544553	12/9/2008
EFFECTIVE CARE	BEAUTY HOLDING LLC	Registered	75432934	2/12/1998	2228458	3/2/1999
ELAN	BEAUTY HOLDING LLC	Registered	72295270	4/9/1968	0868250	4/15/1969
EVOLVE & Design	BEAUTY HOLDING LLC	Registered	77394410	2/12/2008	3498953	9/9/2008
EVOLVE	BEAUTY HOLDING LLC	Registered	77394412	2/12/2008	3498954	9/9/2008
EXPRESS LOCS	BEAUTY HOLDING LLC	Registered	85216345	1/12/2011	4313522	4/2/2013

Schedule B to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 006100 FRAME: 0268

Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
FACE SECRETS	BEAUTY HOLDING LLC	Registered	78184278	11/12/2002	2849567	6/1/2004
FACE SECRETS	BEAUTY HOLDING LLC	Registered	78135725	6/14/2002	2846498	5/25/2004
FAVE FOTO	BEAUTY HOLDING LLC	Registered	77222893	7/5/2007	3502711	9/16/2008
FC FEMME COUTURE & Design	BEAUTY HOLDING LLC	Registered	85734335	9/20/2012	4386865	8/20/2013
FEELS LIKE NEW	BEAUTY HOLDING LLC	Registered	78163700	9/13/2002	2811813	2/3/2004
FEMME COUTURE	BEAUTY HOLDING LLC	Registered	77136969	3/21/2007	3554727	12/30/2008
FINAL TAKE	BEAUTY HOLDING LLC	Registered	77249709	8/8/2007	3558403	1/6/2009
FINGERPAINTS	BEAUTY HOLDING LLC	Registered	73099445	9/10/1976	1187293	1/26/1982
FIRST MAIDEN	BEAUTY HOLDING LLC	Registered	78777871	12/21/2005	3432964	5/20/2008
FLAWLESS TOUCH	BEAUTY HOLDING LLC	Registered	77214130	6/25/2007	3502684	9/16/2008
FLIPPED OUT	BEAUTY HOLDING LLC	Registered	78166202	9/20/2002	2830853	4/6/2004
FOCUS ESTILISTA	BEAUTY HOLDING LLC	Registered	85705516	8/16/2012	4548310	6/10/2014
FOR PERMS ONLY & Design	BEAUTY HOLDING LLC	Registered	74070288	6/18/1990	1678208	3/10/1992
FOR THE UNCOMMON HAIR EXPERIENCE	BEAUTY HOLDING LLC	Registered	77236407	7/23/2007	3388714	2/26/2008
FP and Design	BEAUTY HOLDING LLC	Registered	85973141	6/28/2013	4573524	7/22/2014
FRIZZ ZAPPER	BEAUTY HOLDING LLC	Registered	77118228	2/28/2007	3347151	12/4/2007

Schedule B to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 006100 FRAME: 0269

Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
FROZEN STIFF	BEAUTY HOLDING LLC	Registered	78159081	8/29/2002	2724419	6/10/2003
GATOR	BEAUTY HOLDING LLC	Registered	77660073	1/30/2009	3775995	4/13/2010
GENERIC VALUE PRODUCTS	BEAUTY HOLDING LLC	Registered	77485113	5/28/2008	3632859	6/2/2009
GENERIC VALUE PRODUCTS	BEAUTY HOLDING LLC	Registered	75322085	7/10/1997	2180526	8/11/1998
GENERIC VALUE PRODUCTS	BEAUTY HOLDING LLC	Registered	78531952	12/14/2004	3245401	5/22/2007
GENERIC VALUE PRODUCTS	BEAUTY HOLDING LLC	Registered	78531969	12/14/2004	3170628	11/14/2006
GET'N CREAMED	BEAUTY HOLDING LLC	Registered	78154061	8/14/2002	2830813	4/6/2004
GRIPPER	BEAUTY HOLDING LLC	Registered	78135773	6/14/2002	2968063	7/12/2005
GVP	BEAUTY HOLDING LLC	Registered	78531955	12/14/2004	3115264	7/11/2006
GVP	BEAUTY HOLDING LLC	Registered	78531962	12/14/2004	3113018	7/4/2006
GVP	BEAUTY HOLDING LLC	Registered	77485105	5/28/2008	3596426	3/24/2009
HAIRSCRIPTION	BEAUTY HOLDING LLC	Registered	85959800	6/14/2013	4562594	7/8/2014
HAIRTENSITY	BEAUTY HOLDING LLC	Registered	85651585	6/14/2012	4459793	12/31/2013
HEATMASTER	BEAUTY HOLDING LLC	Registered	77143478	3/29/2007	3485764	8/12/2008
HIDE RIDGES	BEAUTY HOLDING LLC	Registered	78833083	3/9/2006	3226202	4/3/2007
HOOP-LA	BEAUTY HOLDING LLC	Registered	77382520	1/28/2008	3750316	2/16/2010

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HOT N SILKY	BEAUTY HOLDING LLC	Registered	77019581	10/12/2006	3419030	4/29/2008
HOT N SILKY	BEAUTY HOLDING LLC	Registered	85217356	1/13/2011	4009537	8/9/2011
I.FUSION HEAT THERAPY	BEAUTY HOLDING LLC	Registered	85469593	11/10/2011	4444360	12/3/2013
INTENSE COLOR COMPLEX	BEAUTY HOLDING LLC	Registered	77279456	9/14/2007	3511017	10/7/2008
INTENSIVE SHINE	BEAUTY HOLDING LLC	Registered	78346887	12/31/2003	3410256	4/8/2008
ION	BEAUTY HOLDING LLC	Registered	78409343	4/28/2004	3529010	11/4/2008
ION	BEAUTY HOLDING LLC	Registered	78093361	11/14/2001	2760298	9/2/2003
ION	BEAUTY HOLDING LLC	Registered	73310165	5/13/1981	1320267	2/19/1985
ION	BEAUTY HOLDING LLC	Registered	78112172	3/2/2002	3071641	3/21/2006
ION	BEAUTY HOLDING LLC	Registered	85912263	4/23/2013	4966457	5/24/2016
ION & Design	BEAUTY HOLDING LLC	Registered	85912271	4/23/2013	5015383	8/9/2016
ION & Design	Beauty Holding LLC	Registered	86802110	10/28/2015	5112146	1/3/2017
ION	BEAUTY HOLDING LLC	Pending	87200266	10/12/2016		
ION SENSITIVE SCALP & Design	Beauty Holding LLC	Registered	86915252	2/22/2016	5134655	1/31/2017
ION SENSITIVE SCALP & Design	BEAUTY HOLDING LLC	Registered	78825521	2/28/2006	3171617	11/14/2006
LAST CALL	BEAUTY HOLDING LLC	Registered	78089193	10/19/2001	2765664	9/16/2003
LICENSED TO CREATE	BEAUTY HOLDING	Registered	86829020	11/23/2015	5019339	8/9/2016

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	LLC					
LOXA	BEAUTY HOLDING LLC	Pending	86122036	11/18/2013		
LOXA BEAUTY & Design	BEAUTY HOLDING LLC	Registered	86185403	2/5/2014	4697123	3/3/2015
MARLO BEAUTY SUPPLY & Design	BEAUTY HOLDING LLC	Registered	73799299	5/11/1989	1726434	10/20/1992
MEDILIP	BEAUTY HOLDING LLC	Registered	75606935	12/17/1998	2359609	6/20/2000
MEGASILK	BEAUTY HOLDING LLC	Registered	78432850	6/10/2004	3166089	10/31/2006
METAGRIP	BEAUTY HOLDING LLC	Registered	78191534	12/5/2002	2846753	5/25/2004
MINERAL EFFECTS	BEAUTY HOLDING LLC	Registered	77081616	1/12/2007	3468666	7/15/2008
MODERN ELEMENTS	BEAUTY HOLDING LLC	Registered	85624645	5/14/2012	4343997	5/28/2013
MODERN ELEMENTS	BEAUTY HOLDING LLC	Registered	87205440	10/17/2016	5221968	6/13/2017
MONSTER LASH	BEAUTY HOLDING LLC	Registered	77910158	1/12/2010	4013162	8/16/2011
MYSTIC DIVINE	BEAUTY HOLDING LLC	Registered	85732726	9/19/2012	4489235	2/25/2014
NAIL LIFE	BEAUTY HOLDING LLC	Registered	76055118	5/24/2000	2650144	11/12/2002
NATURAL IONIC ENERGY	BEAUTY HOLDING LLC	Registered	78948734	8/9/2006	3512597	10/7/2008
NATURAL IONIC ENERGY	BEAUTY HOLDING LLC	Registered	78948738	8/9/2006	3512598	10/7/2008
NATURAL IONIC ENERGY	BEAUTY HOLDING LLC	Registered	78978845	8/9/2006	3512613	10/7/2008

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NATURALLY SILK ELEMENTS	BEAUTY HOLDING LLC	Registered	85709917	8/22/2012	4502482	3/25/2014
NET EFFECT	BEAUTY HOLDING LLC	Registered	74295139	7/17/1992	1769609	5/11/1993
NEW IMAGE	BEAUTY HOLDING LLC	Registered	72185493	1/28/1964	0799630	11/30/1965
NEW IMAGE	BEAUTY HOLDING LLC	Registered	77162753	4/23/2007	3755086	3/2/2010
NEX.FAZE	BEAUTY HOLDING LLC	Registered	77205023	6/13/2007	3378312	2/5/2008
NOODLE HEAD	BEAUTY HOLDING LLC	Registered	78089194	10/19/2001	2765665	9/16/2003
ONE STROKE	BEAUTY HOLDING LLC	Registered	77473418	5/13/2008	3772390	4/6/2010
PERPETUAL HEAT	BEAUTY HOLDING LLC	Registered	78845976	3/24/2006	3779591	4/20/2010
PLUGGED IN	BEAUTY HOLDING LLC	Registered	78853883	4/4/2006	3327607	10/30/2007
PLUGGED IN	BEAUTY HOLDING LLC	Registered	77233712	7/19/2007	3362209	1/1/2008
PLUGGED IN GED & Design	BEAUTY HOLDING LLC	Registered	77244497	8/1/2007	3378441	2/5/2008
PLUGGED IN GED	BEAUTY HOLDING LLC	Registered	78944855	8/4/2006	3309951	10/9/2007
POPSI CURLS	BEAUTY HOLDING LLC	Registered	87209361	10/19/2016	5221998	6/13/2017
POWER IQ	BEAUTY HOLDING LLC	Registered	77121943	3/5/2007	3468816	7/15/2008
POWER LIFT	BEAUTY HOLDING LLC	Registered	75528000	7/30/1998	2360769	6/20/2000
PRO CARE	BEAUTY HOLDING LLC	Registered	73136463	8/4/1977	1152062	4/28/1981

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Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
PROCLAIM	BEAUTY HOLDING LLC	Registered	75467939	4/14/1998	2404574	11/14/2000
PROCLAIM	BEAUTY HOLDING LLC	Registered	78248422	5/12/2003	2936960	3/29/2005
PROMATE	BEAUTY HOLDING LLC	Registered	77196453	6/4/2007	3359455	12/25/2007
PROTEIN COCKTAIL	BEAUTY HOLDING LLC	Registered	78133286	6/5/2002	2793048	12/9/2003
PUCKER UPS	BEAUTY HOLDING LLC	Registered	75781158	8/20/1999	2418929	1/9/2001
QUICK WHITE	BEAUTY HOLDING LLC	Registered	76226940	3/14/2001	2652574	11/19/2002
RASPBERRY KAMIKAZE	BEAUTY HOLDING LLC	Registered	78133288	6/5/2002	2861295	7/6/2004
RETRO VINYL	BEAUTY HOLDING LLC	Registered	85470224	11/11/2011	4289976	2/12/2013
ROCK ON	BEAUTY HOLDING LLC	Registered	76209368	2/13/2001	2675527	1/14/2003
SALLY	BEAUTY HOLDING LLC	Registered	75668130	3/25/1999	2316754	2/8/2000
SALLY	BEAUTY HOLDING LLC	Registered	74304221	8/14/1992	1763527	4/6/1993
SALLY BEAUTY	BEAUTY HOLDING LLC	Registered	78232809	4/2/2003	2810775	2/3/2004
SALLY BEAUTY	BEAUTY HOLDING LLC	Registered	78061857	5/3/2001	2582384	6/18/2002
SALLY BEAUTY	Beauty Holding LLC	Registered	86634466	5/19/2015	4894770	2/2/2016
SALLY BEAUTY Stylized	Beauty Holding LLC	Registered	86634471	5/19/2015	4894771	2/2/2016
SALLY BEAUTY Stylized/Design	BEAUTY HOLDING LLC	Registered	86756820	9/15/2015	4963814	5/24/2016
SALLY BEAUTY Stylized/Design	BEAUTY HOLDING	Registered	86756824	9/15/2015	4972245	6/7/2016

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	LLC					
SALLY BEAUTY Stylized/Design	BEAUTY HOLDING LLC	Registered	86756817	9/15/2015	4941345	4/19/2016
SALLY BEAUTY Stylized/Design	BEAUTY HOLDING LLC	Registered	86756811	9/15/2015	4972244	6/7/2016
SALLY BEAUTY Stylized/Design	BEAUTY HOLDING LLC	Registered	86756808	9/15/2015	4968024	5/31/2016
SALLY BEAUTY Stylized/Design	BEAUTY HOLDING LLC	Registered	86756806	9/15/2015	5069897	10/25/2016
SALLY BEAUTY SUPPLY	BEAUTY HOLDING LLC	Registered	78135732	6/14/2002	2799286	12/23/2003
SALLY GIRL	BEAUTY HOLDING LLC	Registered	77725192	4/29/2009	3978646	6/14/2011
SALLY GIRL	BEAUTY HOLDING LLC	Registered	77725737	4/30/2009	3866355	10/26/2010
SALLY GIRL	BEAUTY HOLDING LLC	Registered	78135726	6/14/2002	3127488	8/8/2006
SALLYMATE	BEAUTY HOLDING LLC	Registered	77194575	5/31/2007	3377854	2/5/2008
SALON CARE	BEAUTY HOLDING LLC	Registered	75111569	5/29/1996	2083563	7/29/1997
SALON CARE	BEAUTY HOLDING LLC	Registered	75233140	1/29/1997	2540686	2/19/2002
SALON CARE	BEAUTY HOLDING LLC	Registered	75460534	4/2/1998	2301571	12/21/1999
SALON CARE	BEAUTY HOLDING LLC	Registered	78135730	6/14/2002	2765791	9/16/2003
SALON CARE	BEAUTY HOLDING LLC	Registered	78258952	6/5/2003	2850945	6/8/2004
SALON CARE BLUE FLASH	BEAUTY HOLDING LLC	Registered	77352520	12/14/2007	3588528	3/10/2009

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SALON-MATE	BEAUTY HOLDING LLC	Registered	77194560	5/31/2007	3348016	12/4/2007
SATIN STRANDS	BEAUTY HOLDING LLC	Registered	77447640	4/14/2008	3677392	9/1/2009
SATIN STRANDS	BEAUTY HOLDING LLC	Registered	78483515	9/14/2004	3256897	6/26/2007
SAVAGE BRONZE	BEAUTY HOLDING LLC	Registered	78222877	3/7/2003	2806741	1/20/2004
SHEER GLORY	BEAUTY HOLDING LLC	Registered	78482246	9/13/2004	3011362	11/1/2005
SILK ELEMENTS	BEAUTY HOLDING LLC	Registered	78159392	8/29/2002	2935496	3/22/2005
SILK ELEMENTS	BEAUTY HOLDING LLC	Registered	77339117	11/28/2007	3592501	3/17/2009
SILK ELEMENTS KERA MINERALS	BEAUTY HOLDING LLC	Registered	85308815	4/29/2011	4195570	8/21/2012
SILKEN CHILD	BEAUTY HOLDING LLC	Registered	78432853	6/10/2004	3136681	8/29/2006
SO GORGEOUS	BEAUTY HOLDING LLC	Registered	77257930	8/17/2007	3532023	11/11/2008
SPIKE IT	BEAUTY HOLDING LLC	Registered	78076927	8/1/2001	2885024	9/14/2004
SPLIT MENDER	BEAUTY HOLDING LLC	Registered	78170122	10/2/2002	2830863	4/6/2004
STIFF HEAD	BEAUTY HOLDING LLC	Registered	75470549	4/20/1998	2362945	6/27/2000
STOW 'N GO	BEAUTY HOLDING LLC	Registered	77744156	5/26/2009	3935011	3/22/2011
STOW 'N GO	BEAUTY HOLDING LLC	Registered	85107454	8/13/2010	3944188	4/12/2011
STRAIGHT N' SPIRAL	BEAUTY HOLDING LLC	Registered	85216314	1/12/2011	4122785	4/3/2012

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Trademark	Owner	Status	Application No.	Application Date	Registration No.	Registration date
STRAIGHT SHOT	BEAUTY HOLDING LLC	Registered	77112506	2/21/2007	3323578	10/30/2007
STRICTLY PROFESSIONAL	BEAUTY HOLDING LLC	Registered	78366711	2/12/2004	3159879	10/17/2006
STYLE IT UP	BEAUTY HOLDING LLC	Registered	85113695	8/23/2010	3944266	4/12/2011
STYLE IT UP	BEAUTY HOLDING LLC	Registered	78978136	12/31/2003	3240784	5/8/2007
STYLER HD	BEAUTY HOLDING LLC	Registered	85656559	6/20/2012	4593373	8/26/2014
SUPER JUICIES SHEER	BEAUTY HOLDING LLC	Registered	77261530	8/22/2007	3494978	9/2/2008
SURE-BOND	BEAUTY HOLDING LLC	Registered	74704753	7/24/1995	2088126	8/12/1997
TAHITI WOOD	BEAUTY HOLDING LLC	Registered	77823500	9/10/2009	3967014	5/24/2011
TANWISE	BEAUTY HOLDING LLC	Registered	78474739	8/27/2004	3166170	10/31/2006
TERRIFIC TIPS	BEAUTY HOLDING LLC	Registered	75040283	1/4/1996	2013919	11/5/1996
TOOL SCIENCE & Design	BEAUTY HOLDING LLC	Registered	77083422	1/16/2007	3419320	4/29/2008
TOOL SCIENCE	BEAUTY HOLDING LLC	Registered	77083424	1/16/2007	3419321	4/29/2008
TOOL SCIENCE & Design	BEAUTY HOLDING LLC	Registered	78943316	8/2/2006	3346276	11/27/2007
TOOL SCIENCE	BEAUTY HOLDING LLC	Registered	78943327	8/2/2006	3346277	11/27/2007
TOOL STRUCTURE	BEAUTY HOLDING LLC	Registered	77900044	12/23/2009	3825067	7/27/2010
TOOL STRUCTURE	BEAUTY HOLDING LLC	Registered	77470429	5/9/2008	3775415	4/13/2010

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TOTAL IMPACT	BEAUTY HOLDING LLC	Registered	77477814	5/19/2008	3677502	9/1/2009
TURN UP THE HEAT	BEAUTY HOLDING LLC	Registered	77102804	2/8/2007	3390960	3/4/2008
VENIQUE	BEAUTY HOLDING LLC	Registered	85306053	4/27/2011	4184130	7/31/2012
VIAPLEX	BEAUTY HOLDING LLC	Registered	86360090	8/7/2014	4847212	11/3/2015
VINTAGE GLAM	BEAUTY HOLDING LLC	Registered	85719958	9/4/2012	4456198	12/24/2013
WAX IT UP	BEAUTY HOLDING LLC	Registered	77402912	2/21/2008	3495875	9/2/2008
WET LOOK	BEAUTY HOLDING LLC	Registered	77119317	3/1/2007	3338819	11/20/2007
WET LOOK	BEAUTY HOLDING LLC	Registered	73346977	1/25/1982	1284849	7/10/1984
WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.	BEAUTY HOLDING LLC	Registered	75900896	1/20/2000	2425130	1/30/2001
WILDEST DREAMS	BEAUTY HOLDING LLC	Registered	75344641	8/21/1997	2322182	2/22/2000
ZERO TO SEXY	BEAUTY HOLDING LLC	Registered	77138458	3/23/2007	3667152	8/11/2009
BARNUM	BEAUTY SYSTEMS GROUP LLC	Registered	75898061	1/19/2000	2820578	3/9/2004
VICTORY	BEAUTY SYSTEMS GROUP LLC	Registered	75899310	1/19/2000	2763114	9/16/2003
COSMOPROF & Design	Innovations -- Successful Salon Services, Inc.	Registered	75016148	11/6/1995	2043011	3/11/1997
COSMOPROF	Innovations -- Successful Salon Services, Inc.	Registered	75016149	11/6/1995	2025319	12/24/1996

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COSMOPROF & Design	Innovations -- Successful Salon Services, Inc.	Registered	77530674	7/24/2008	3678570	9/8/2009
COSMOPROF & Design	Innovations -- Successful Salon Services, Inc.	Registered	77530695	7/24/2008	3678571	9/8/2009
NATURAL 7 OIL	BEAUTY HOLDING LLC	Registered	78844198	3/23/2006	3401828	3/25/2008
MAD MUD	BEAUTY HOLDING LLC	Registered	78535296	12/20/2004	3207377	2/13/2007
NATURAL BALANCE	BEAUTY HOLDING LLC	Registered	78930799	7/17/2006	3294067	9/18/2007
FUSION ENERGY OF BEAUTY & Design	BEAUTY HOLDING LLC	Registered	78806756	2/3/2006	3930611	3/15/2011
SILK ELEMENTS REVIVE & RESTORE	BEAUTY HOLDING LLC	Registered	78422156	5/20/2004	3174884	11/21/2006
LIGHTNING LASH	BEAUTY HOLDING LLC	Registered	77921736	1/27/2010	3948900	4/19/2011
METALWORX	BEAUTY HOLDING LLC	Registered	77850353	10/16/2009	3887715	12/7/2010
SILVERBACK	BEAUTY HOLDING LLC	Registered	77823462	9/10/2009	3884022	11/30/2010
NATURAL FOCUS	BEAUTY HOLDING LLC	Registered	77803664	8/13/2009	3883923	11/30/2010
MISS MOJO	BEAUTY HOLDING LLC	Registered	77779266	7/13/2009	3905139	1/11/2011
MINI MOJO	BEAUTY HOLDING LLC	Registered	77748851	6/1/2009	3911777	1/25/2011
CRIMP MY STYLE	BEAUTY HOLDING LLC	Registered	77739424	5/18/2009	3914883	2/1/2011
SAVVY	BEAUTY HOLDING LLC	Registered	77254612	8/14/2007	3494946	9/2/2008
CRYSTAL BRILLANTE	BEAUTY HOLDING	Registered	77178874	5/11/2007	3347997	12/4/2007

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	LLC					
NEW IMAGE	BEAUTY HOLDING LLC	Registered	72178098	10/1/1963	799629	11/30/1965
INSPIRED BY NATURE	BEAUTY HOLDING LLC	Registered	77167409	4/27/2007	3923416	2/22/2011
QUICKSHIP	BEAUTY HOLDING LLC	Registered	75024794	11/27/1995	2029967	1/14/1997
NATURAL BALANCE	BEAUTY HOLDING LLC	Registered	72213412	3/5/1965	806155	3/22/1966
FEMME COUTURE	BEAUTY HOLDING LLC	Registered	85114794	8/24/2010	3947852	4/19/2011
Canada						
BEAUTICIANS' & DESIGN	BEAUTY SYSTEMS GROUP (CANADA), INC.	Registered	1185142	7/17/2003	TMA723896	9/17/2008
JAGUAR BEAUTY SUPPLIES & DESIGN	BEAUTY SYSTEMS GROUP (CANADA), INC.	Registered	0500569	3/21/1983	TMA320853	11/21/1986

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