

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM455190

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST RECORDED AT REEL/FRAME 6129/0870

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Goldman Sachs Bank USA		12/18/2017	Chartered Bank: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	Sundial Brands LLC
<b>Street Address:</b>	11 Ranick Drive South
<b>City:</b>	Amityville
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11701
<b>Entity Type:</b>	Limited Liability Company: NEW YORK
<b>Name:</b>	Madame C.J. Walker Enterprises, LLC
<b>Street Address:</b>	11 Ranick Drive South
<b>Internal Address:</b>	c/o Sundial Brands LLC
<b>City:</b>	Amityville
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11701
<b>Entity Type:</b>	Limited Liability Company: NEW YORK
<b>Name:</b>	Nyakio, LLC
<b>Street Address:</b>	11 Ranick Drive South
<b>Internal Address:</b>	c/o Sundial Brands LLC
<b>City:</b>	Amityville
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11701
<b>Entity Type:</b>	Limited Liability Company: NEW YORK

## PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
<b>Registration Number:</b>	4565484	DOOBOP
<b>Serial Number:</b>	87323617	EVERYBODY GETS LOVE
<b>Registration Number:</b>	5153687	NUBIAN HERITAGE
<b>Registration Number:</b>	4085492	NUBIAN HERITAGE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5153688	NUBIAN HERITAGE
Registration Number:	5163883	SHEA MOISTURE
Registration Number:	4094893	SHEA MOISTURE
Registration Number:	5153686	SHEA MOISTURE
Serial Number:	87317969	SHEAGIRL
Registration Number:	4753641	SUNDIAL
Registration Number:	4753642	SUNDIAL BRANDS
Registration Number:	1097133	MW MADAM C.J. WALKER
Registration Number:	2300025	MADAME C. J. WALKER
Registration Number:	4732051	NYAKIO
Registration Number:	4411297	NYAKIO
Registration Number:	2856415	NYAKIO

**CORRESPONDENCE DATA**

**Fax Number:** 3128622200

*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:** 3128622000

**Email:** rob.soneson@kirkland.com

**Correspondent Name:** Rob Soneson

**Address Line 1:** 300 N. LaSalle

**Address Line 2:** Kirkland & Ellis LLP

**Address Line 4:** Chicago, ILLINOIS 60654

**ATTORNEY DOCKET NUMBER:** 43298-2-RFS

**NAME OF SUBMITTER:** Rob Soneson

**SIGNATURE:** /rsoneson/

**DATE SIGNED:** 12/19/2017

**Total Attachments: 10**

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## **RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

This RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this “Release”) is made as of December 18, 2017, by GOLDMAN SACHS BANK USA, as Collateral Agent (“Collateral Agent”), in favor of SUNDIAL BRANDS LLC, a New York limited liability company (“Sundial”), MADAME C.J. WALKER ENTERPRISES, LLC, a New York limited liability company (“Madame”) and NYAKIO, LLC, a New York limited liability company (“Nyakio” and together with Sundial and Madame, the Grantors”).

Reference is made to that certain Payoff Letter, dated as of December 18, 2017, by and among the Administrative Agent, the Collateral Agent, Sundial Group Holdings LLC, Sundial Group LLC, and the other parties thereto.

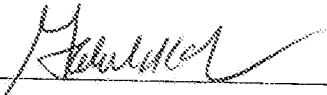
FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Collateral Agent hereby terminates and releases the Trademark Security Agreements (as defined below) and all liens and security interests granted by the Grantors in favor of the Collateral Agent pursuant to the Trademark Security Agreements, including (without limitation) all of its right, title and interest in, to and under the (i) Trademarks (as defined in the 2017 Trademark Security Agreement, as defined below) (including those Trademarks listed in Schedule A attached hereto), including the goodwill associated with such Trademarks and the right to receive all Proceeds therefrom (as defined in the 2017 Trademark Security Agreement), pursuant to that certain Grant of Security Interest in Trademarks, dated as of August 15, 2017, by and among Collateral Agent and the Grantors (the “2017 Trademark Security Agreement”), executed by the Grantors in favor of Collateral Agent and recorded with the United States Patent and Trademark Office on August 15, 2017 at Reel/Frame 6129/0870 and (ii) the Trademarks (as defined in the 2015 Trademark Security Agreement, as defined below) (including those Trademarks listed in Schedule B attached hereto), including the goodwill associated with such Trademarks and the right to receive all Proceeds therefrom (as defined in the 2015 Trademark Security Agreement), pursuant to that certain Grant of Security Interest in Trademarks, dated as of October 19, 2015, by and among Collateral Agent and the Grantors (the “2015 Trademark Security Agreement” and together with the 2017 Trademark Security Agreement, collectively, the “Trademark Security Agreements”), executed by the Grantors in favor of Collateral Agent and recorded with the United States Patent and Trademark Office on October 19, 2015 at Reel/Frame 5647/0549.

The Collateral Agent hereby acknowledges that this document may be filed, along with any other necessary documentation, with the United States Patent and Trademark Office to evidence the termination and release granted herein. The Collateral Agent shall execute and deliver to any Grantor, at such Grantor's expense, all documents that such Grantor shall reasonably request to evidence the terminations and releases effectuated herein.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Collateral Agent has executed this Release as of the date first written above.

GOLDMAN SACHS BANK USA,

By: 

Name: Gabriel Jacobson

Title: Authorized Signatory

TRADEMARK



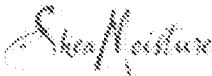

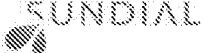
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Schedule A


*See attached.*

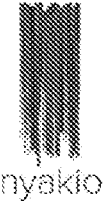
**SCHEDULE A**

**U.S. REGISTERED TRADEMARKS AND TRADEMARK APPLICATIONS**

<b>SUNDIAL BRANDS LLC - United States Trademark Registrations and Applications</b>			
<b>Country</b>	<b>Mark</b>	<b>App./Reg. No.</b>	<b>App./Reg. Date</b>
United States	DOOBOP	85/982135	4/9/2013
		4565484	7/8/2014
United States	EVERYBODY GETS LOVE	87/323617	2/3/2017
United States	NUBIAN HERITAGE	86/737774	08/26/2015
		5153687	3/7/2017
United States	NUBIAN HERITAGE and Design 	76/707533	5/9/2011
		4085492	01/17/2012
United States	NUBIAN HERITAGE and Design 	86/737788	08/26/2015
		5153688	3/7/2017
United States	SHEA MOISTURE	86/737754	08/26/2015
		5163883	3/21/2017
United States	SHEA MOISTURE (Stylized) 	76/707547	5/9/2011
		4094893	02/07/2012
United States	SHEA MOISTURE (Stylized) 	86/737743	08/26/2015
		5153686	3/7/2017
United States	SHEAGIRL	87/317969	1/30/2017
United States	SUNDIAL and Design 	76/712691	10/22/2012
		4753641	06/16/2015

<b>SUNDIAL BRANDS LLC - United States Trademark Registrations and Applications</b>			
<u>Country</u>	<u>Mark</u>	<u>App./Reg. No.</u>	<u>App./Reg. Date</u>
United States	SUNDIAL BRANDS and Design 	76/712693	10/22/2012
		4753642	06/16/2015

<b>MADAME C.J. WALKER ENTERPRISES, LLC - United States Trademark Registrations and Applications</b>			
<u>Country</u>	<u>Mark</u>	<u>App./Reg. No.</u>	<u>App./Reg. Date</u>
United States	MADAM C.J. WALKER Logo 	73/144654	10/14/1977
		1097133	7/25/1978
United States	MADAME C.J. WALKER	75/596468	11/27/1998
		2300025	12/14/1999

<b>NYAKIO LLC - United States Trademark Registrations and Applications</b>			
<u>Country</u>	<u>Mark</u>	<u>App./Reg. No.</u>	<u>App./Reg. Date</u>
United States	NYAKIO and Brush Strokes Design 	85/869873	3/7/2013
		4732051	5/5/2015
United States	NYAKIO	77/788816	7/24/2009
		4411297	10/1/2013
United States	NYAKIO	76395127	4/12/2002
		2856415	6/22/2004










Schedule B

*See attached.*


**SCHEDULE B**

U.S. REGISTERED TRADEMARKS AND TRADEMARK APPLICATIONS

<b>SUNDIAL BRANDS LLC - UNITED STATES SUNDIAL TRADEMARK REGISTRATIONS AND APPLICATIONS</b>			
<b>Country</b>	<b>Mark</b>	<b>App./Reg. No.</b>	<b>App./Reg. Date</b>
United States	<b>SUNDIAL CREATIONS</b> 	76/712694	10/22/2012
United States	<b>SUNDIAL BRANDS</b> 	76/712693 4,753,642	10/22/2012 06/16/2015
United States	<b>SUNDIAL</b> 	76/712691 4,753,641	10/22/2012 06/16/2015
United States	<b>SHEA MOISTURE</b> 	76/707547 4,094,893	5/9/2011 02/07/2012
United States	<b>NUBIAN HERITAGE</b> 	76/707533 4,085,492	5/9/2011 01/17/2012
United States	<b>DEMOCRATIZATION OF BEAUTY</b>	86737683	08/26/2015
United States	<b>DEMOCRATIZATION OF HAIR</b>	86737699	08/26/2015
United States	<b>KINKY CURLY COILY ME!</b>	86737963	08/26/2015
United States	<b>LOVE OF NATURE</b>	86737727	08/26/2015
United States	<b>NUBIAN HERITAGE</b>	86737774	08/26/2015

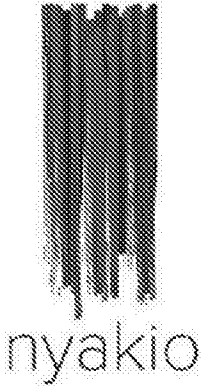
United States	NUBIAN HERITAGE and design 	86737788	08/26/2015
United States	SHEA MOISTURE	86737754	08/26/2015
United States	SHEA MOISTURE stylized 	86737743	08/26/2015

**MADAME C.J. WALKER ENTERPRISES, LLC - UNITED STATES SUNDIAL TRADEMARK REGISTRATIONS AND APPLICATIONS**

<u>Country</u>	<u>Mark</u>	<u>App./Reg. No.</u>	<u>App./Reg. Date</u>
United States	MADAM C.J. WALKER LOGO 	73/144654 1097133	10/14/1977 7/25/1978
United States	MADAME C.J. WALKER	75/596468 2300025	11/27/1998 12/14/1999

**NYAKIO LLC - UNITED STATES SUNDIAL TRADEMARK REGISTRATIONS AND APPLICATIONS**

<u>Country</u>	<u>Mark</u>	<u>App./Reg. No.</u>	<u>App./Reg. Date</u>
United States	NYAKIO & Brush strokes design	<u>85869873</u> <u>4732051</u>	2015-May-05

			
United States	<u>NYAKIO</u>	<u>77788816</u> <u>4411297</u>	2013-Oct-01
United States	<u>NYAKIO</u>	<u>76395127</u> <u>2856415</u>	2004-Jun-22