

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
Ableco Finance LLC		09/25/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Innovative Brands, LLC		
Street Address:	2525 E. Camelback Road		
Internal Address:	c/o The Najafi Companies - Suite 850		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85016		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
Name:	Innovative Brands Holdings, LLC		
Street Address:	2525 E. Camelback Road		
Internal Address:	c/o The Najafi Companies - Suite 850		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85016		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1189689	PERT	
Registration Number:	0739170	PERT	
Registration Number:	2363289	WASHING HAIR AND CHANGING MINDS	
Registration Number:	1574237	PERT PLUS	
Registration Number:	2760413	PERT PLUS FRESH	

CH \$140.00 1189689

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TRADEMARK
REEL: 003397 FRAME: 0447

CORRESPONDENCE DATA

Fax Number: (602)364-7070

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

Phone: (602) 364-7000

Email: kewright@bryancave.com

Correspondent Name: Walter P. Opaska

Address Line 1: Two North Central Avenue

Address Line 2: Suite 2200

Address Line 4: Phoenix, ARIZONA 85004

ATTORNEY DOCKET NUMBER:	0202841
NAME OF SUBMITTER:	Walter P. Opaska
Signature:	/Walter P. Opaska/
Date:	09/26/2006

Total Attachments: 6

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

This Release of Security Interest in Trademarks (“**Release**”) is dated as of September 25, 2006. Reference is hereby made to the Trademark Security Agreement dated as of July 6, 2006 (“**Trademark Security Agreement**”), by and among **INNOVATIVE BRANDS, LLC**, a Delaware liability company, **INNOVATIVE BRANDS HOLDINGS, LLC**, a Delaware limited liability company (“**Assignors**”), and **ABLECO FINANCE LLC**, a Delaware limited liability company, in its capacity as collateral agent (“**Assignee**”), recorded with the United States Patent and Trademark Office on July 6, 2006 at Reel 3343, Frame 0160. All capitalized terms used but not otherwise defined herein shall have the meanings given to them in the Trademark Security Agreement.

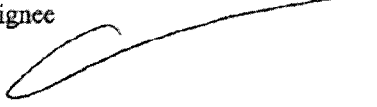
Assignee hereby notifies, acknowledges to and agrees with Assignors that the security interest granted by Assignors in the Trademarks, including, without limitation, the security interest granted in the Trademarks listed on the attached Schedule A, is terminated and released, and that Assignee hereby releases and forever discharges all of its right, title and interest, of any kind or nature, in the Trademarks.

Assignee hereby agrees to take such further actions and to execute and deliver such further documents as Assignors may reasonably request to effect and evidence this Release, including, without limitation, the execution and delivery of any filings, statements, amendments, recordations or other instruments required to maintain the applications or registrations of the Trademarks and record the chain of title accordingly with the United States Patent and Trademark Office, subject, in each case to Assignors’ prior payment in full to Assignee of its costs and expenses (including reasonable fees and disbursements of counsel) incurred in connection therewith; provided, however, that Assignee shall not be required to take any action which exposes Assignee to personal liability or which is contrary to applicable law.

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IN WITNESS WHEREOF, Assignee has caused this Release of Security Interest in Trademarks to be duly executed and delivered by its duly authorized officer as of the date first above written.

ABLECO FINANCE LLC, as Collateral Agent,
as Assignee

By: 
Name: Kevin Genda
Title: SVP & Chief Credit Officer

[Signature page to Release of Trademark Security Interest]

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST OF TRADEMARKS**

Owner	Country	Mark	Registration No.	Registration Date
Innovative Brands, LLC	Aruba	PERT	13366	July 14, 1989
Innovative Brands, LLC	Aruba	PERT PLUS	15601	March 10, 1992
Innovative Brands, LLC	Bahamas	PERT	22997	August 15, 2000
Innovative Brands, LLC	Bahamas	PERT PLUS	14932	December 6, 1991
Innovative Brands, LLC	Barbados	PERT	81-10367	June 28, 2001
Innovative Brands, LLC	Barbados	PERT PLUS	81-8533	January 28, 1992
Innovative Brands, LLC	Bermuda	PERT	32026	August 31, 2000
Innovative Brands, LLC	Bermuda	PERT PLUS	21856	September 15, 1992
Innovative Brands, LLC	Canada	PERT	TMA435,827	November 18, 1994
Innovative Brands, LLC	Canada	PERT	TMA435,826	November 18, 1994
Innovative Brands, LLC	Canada	PERT	TMA260,365	June 26, 1981

Innovative Brands, LLC	Canada	PERT	TMA123,960	October 13, 1961
Innovative Brands, LLC	Canada	PERT PLUS	TMA379,417	February 1, 1991
Innovative Brands, LLC	Canada	PERT PLUS	TMA390,319	November 15, 1991
Innovative Brands, LLC	Canada	PERT PLUS FOR KIDS (& Device)	TMA436,910	December 9, 1994
Innovative Brands, LLC	Canada	PERT PLUS FRESH	TMA604,274	March 5, 2004
Innovative Brands, LLC	Canada	PRET	TMA266,896	February 26, 1982
Innovative Brands, LLC	Canada	PRET	TMA258,649	May 8, 1981
Innovative Brands, LLC	Canada	PRET PLUS	TMA377,397	December 14, 1990
Innovative Brands, LLC	Canada	PRET PLUS POUR ENFANTS Design	TMA436,616	December 2, 1994
Innovative Brands, LLC	Cuba	PERT PLUS (& Device 95)	130455	January 22, 2001
Innovative Brands, LLC	Dominican Republic	PERT	116360	December 15, 2000
Innovative Brands, LLC	Dominican Republic	PERT PLUS	49792	October 16, 1990
Innovative Brands, LLC	Haiti	PERT	243-128	April 30, 2001

Innovative Brands, LLC	Haiti	PERT PLUS	443-93	September 1, 1992
Innovative Brands, LLC	Jamaica	PERT PLUS	24433	June 13, 1994
Innovative Brands, LLC	Netherlands Antilles	PERT	1872	November 9, 2000
Innovative Brands, LLC	Netherlands Antilles	PERT PLUS	1873	June 8, 1992
Innovative Brands, LLC	Trinidad & Tobago	PERT	31046	February 22, 2002
Innovative Brands, LLC	Trinidad & Tobago	PERT PLUS	20333	March 7, 1995
Innovative Brands, LLC	United States of America	PERT	1,189,689	February 16, 1982
Innovative Brands, LLC	United States of America	PERT	739,170	October 9, 1962
Innovative Brands, LLC	United States of America	PERT (Slogan 98)	2,363,289	June 27, 2000
Innovative Brands, LLC	United States of America	PERT PLUS	1,574,237	January 2, 1990
Innovative Brands, LLC	United States of America	PERT PLUS FRESH	2,760,413	September 2, 2003
Innovative Brands, LLC	Cayman Islands	PERT	B721702	March 14, 2002

Trade Names

None.

Common Law Trademarks

None.

Trademarks Not Currently In Use

None.

Trademark Licenses

None.