

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Trademark Security Agreement - First Lien		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wells Fargo Foothill, Inc., as Agent		10/31/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lander Intangibles Corporation		
Street Address:	1011 CENTRE ROAD, SUITE 322		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19805		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2742594	BEAUTY OF CHOICE	
Registration Number:	1360024	OGILVIE	
Registration Number:	2830156	OGILVIE	
Registration Number:	1166031	PRECISELY RIGHT	
Registration Number:	1523120	WHISPER WAVE	
CORRESPONDENCE DATA			
Fax Number:	(915)225-8081		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	wbass@hotus.com		
Correspondent Name:	William J Bass		
Address Line 1:	1 Helen of Troy Plaza		
Address Line 4:	El Paso, TEXAS 79912		
NAME OF SUBMITTER:	William J Bass		
Signature:	/WJB/		

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TRADEMARK
REEL: 003885 FRAME: 0069

Date:

11/10/2008

Total Attachments: 2

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PARTIAL RELEASE OF SECURITY INTEREST

This Partial Release of Security Interest in Trade-marks ("Partial Release") dated as of October 31, 2008, is made by Wells Fargo Foothill, Inc., as Agent ("WFF") a California corporation having a place of business at One Boston Place, 18th Floor, Boston, Massachusetts 02108. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, WFF, as Agent, does hereby release, relinquish and discharge the security interest in, to and under the United States trademarks and the corresponding registrations shown in Schedule A attached hereto, and incorporated in this Partial Release by reference, granted to it by Lander Intangibles Corporation, pursuant to a security agreement dated as of February 9, 2007 ("Security Agreement") which was recorded on February 12, 2007 at Reel/Frame 3479/0719 in the United States Trademark Office. WFF, as Agent, hereby expressly reserves and retains all right, title, interests and liens granted pursuant to the Security Agreement in all other trade-marks not listed on Schedule A.

IN WITNESS THEREOF, said Wells Fargo Foothill, Inc. has hereunto caused its corporate name to be subscribed and seal affixed by _____, its _____, thereby duly authorized, as of this 31st day of Oct, 2008.

WELLS FARGO FOOTHILL, INC., as Agent

By: Jonathan I Boynton
Name: Jonathan Boynton
Title: Vice President

Signed, sealed and delivered in the presence of:

[Signature]

ss: STATE OF Massachusetts
COUNTY OF Suffolk

Before me, personally appeared Jonathan Boynton, the V.P. of said Wells Fargo Foothill, Inc., the signer and sealer of the foregoing instrument, who acknowledged the same to be the free act and deed of said Wells Fargo Foothill, Inc.

Dated: October 31, 2008

[Signature]



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TRADEMARK
REEL: 003885 FRAME: 0071

SCHEDULE A

MARK	REGISTRATION NUMBER	COUNTRY
BEAUTY OF CHOICE	2,742,594	United States
OGILVIE (typed drawing)	1,360,024	United States
OGILVIE Logo	2,830,156	United States
PRECISELY RIGHT	1,166,031	United States
WHISPER WAVE	1,523,120	United States

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