

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):
Patrick B. Caracciolo, as Trustee of Selective Beauty Brands LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other: Patrick B. Caracciolo, as Trustee
- Association
- Limited Partnership

Citizenship (see guidelines) Illinois
Execution Date(s) 10/6/2008
Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Hilco Financial, LLC
Internal
Address: c/o HVB, Bayerische Hypo-und Vereinsbank AG
Street Address: 150 East 42nd Street
City: New York
State: New York
Country: USA Zip: 10017

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other limited liability company Citizenship Delaware
if assignee is not domiciled in the United States, a domestic representative designation is attached. Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) SEE SCHEDULE A ANNEXED HERETO

B. Trademark Registration No.(s) SEE SCHEDULE A ANNEXED HERETO

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown)
SEE SCHEDULE A ANNEXED HERETO

5. Name address of party to whom correspondence concerning document should be mailed:

Name: Susan O'Brien
Internal Address: CT Lien Solutions
Street Address: 187 Wolf Road - Suite 101
City: Albany
State: New York Zip: 12205
Phone Number: 800-342-3676
Fax Number: 800-962-7049
Email Address: cls-upsalbany@wolterskluwer.com

6. Total number of applications and registrations involved:

6

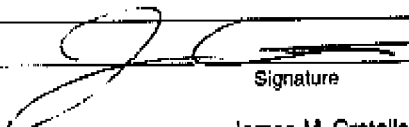
7. Total fee (37 CFR 2.6(b)(5) & 3.41) \$165.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers 5683
Expiration Date 11/09
b. Deposit Account Number _____
Authorized User Name: _____

9. Signature:


Signature
James M. Cretella
Name of Person Signing

11/11/08
Date

Total number of pages including cover sheet, attachments, and document.

Documents to be recorded (including cover sheet) should be faxed to (703) 305-8995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$165.00 77078127

SCHEDULE A TO
RECORDATION FORM COVER SHEET - TRADEMARKS ONLY

<i>MARK (LOGO)</i>	<i>Reg. No. / Serial No.</i>	<i>Reg. Date / Filing Date</i>
SALON SELECTIVES	1,479,236	08-Mar-1988
SALON SELECTIVES	1,479,244	08-Mar-1988
SALON SELECTIVES	1,523,097	07-Feb-1989
SALONSELECTIVES	2,635,066	15-Oct-2002
SALONSELECTIVES and Design	2,650,555	12-Nov-2002
LIKE YOU JUST STEPPED OUT OF A SALON	77/078,127	08-Jan-2007

TRADEMARK REGISTRATION ASSIGNMENT

This Trademark Registration Assignment is made as of October 6, 2008, by Patrick B. Caracciolo, as Trustee of Selective Beauty Brands LLC ("Assignor"), to Hilco Financial, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor desires to transfer and assign to Assignee the trademarks set forth on Schedule A attached hereto, for which it has obtained federal registrations, or filed for federal registration, in the United States Patent and Trademark Office (hereinafter the "Marks"), along with the goodwill of the business developed through the use of and symbolized by the Marks.

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Marks, the federal registrations therefor, and the goodwill of the business connected with the use of and symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's worldwide rights, title, and interest in, to and under the Marks, including any and all common law rights thereof and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks. All rights and privileges associated with the Marks, including the right to sue for and recover all damages from any past or future infringements or other violations of the Marks, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Trademark Registration Assignment on the date first written above.

PATRICK B. CARACCIOLO

By: 
Patrick B. Caracciolo, as Trustee of Selective Beauty
Brands LLC

SCHEDULE A

<i>MARK (LOGO)</i>	<i>Reg. No. / Serial No.</i>	<i>Reg. Date / Filing Date</i>
SALON SELECTIVES	1,479,236	08-Mar-1988
SALON SELECTIVES	1,479,244	08-Mar-1988
SALON SELECTIVES	1,523,097	07-Feb-1989
SALONSELECTIVES	2,635,066	15-Oct-2002
SALONSELECTIVES and Design	2,650,555	12-Nov-2002
LIKE YOU JUST STEPPED OUT OF A SALON	771078,127	08-Jan-2007