

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) Association
 General Partnership Limited Partnership
 Corporation-State
 Other: Trustee

Citizenship (see guidelines) _____
Execution Date(s) October 6, 2008
Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes
 No

Additional names, addresses, or citizenship attached?
Name: Hijco Financial, LLC
Internal
Address: c/o Bayerische Hypo- und Vereinsbank AG
Street Address: 150 East 42 Street, 31st Floor
City: New York
State: NY
Country: _____ Zip: 10017

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other Citizenship DE

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)

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

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

A. Trademark Application No.(s) See Attached Exhibit A
B. Trademark Registration No.(s) See Attached Exhibit A
Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown)

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

Name: Susan O'Brien
Internal Address: UCC Direct Services
Street Address: 187 Wolf Road, Suite 101
City: Albany
State: NY Zip: 12205
Phone Number: 800-342-3676
Fax Number: 800-952-7049
Email Address: cls-udsalbany@wolterskluwers.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00
 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: Mercedes Farinas 3/2/09
Date

Signature
Mercedes Farinas
Name of Person Signing

Total number of pages including cover sheet, attachments, and document. 2

Documents to be recorded (including cover sheet) should be faxed to (703) 305-6995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1450

OP \$40.00 77078116

EXHIBIT A

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
FEEL SALON BEAUTIFUL EVERYDAY	77/078,116	08-Jan-2007

TRADEMARK ASSIGNMENT

This Trademark 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 or its predecessor has intended to use in its business and has filed a registration application in the United States Patent and Trademark Office for the following trademark, but has not yet filed an allegation or statement of use under Section 1(c) or 1(d) of the Trademark Act,

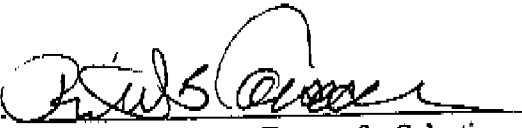
<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
FEEL SALON BEAUTIFUL EVERYDAY	77/078,116	08-Jan-2007

(hereinafter referred to as the "Trademark"); and

WHEREAS, Assignee, as successor in interest to the business of Assignor, is desirous of acquiring said Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor sells, assigns and transfers to Assignee any and all worldwide rights, title, and interest Assignor may have in, to and under the Trademark, including any and all common law rights thereof and resulting registration therefor, as part of the entire business to which the mark pertains and together with the goodwill of the business connected with the use of and symbolized by the Trademark, and the right to sue and recover for any past or future infringements or other violations of the Trademark.

PATRICK B. CARACCIOLO

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