

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bayerische Hypo-Und Vereinsbank, A.G., New York Branch		02/27/2009	Attorney-In-Fact for Hilco Financial LLC:

## RECEIVING PARTY DATA

Name:	SALON SELECTIVES LLC
Street Address:	903 Commerce Drive
Internal Address:	Suite 140
City:	Oakbrook
State/Country:	ILLINOIS
Postal Code:	60523
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

## PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1479236	SALON SELECTIVES
Registration Number:	1479244	SALON SELECTIVES
Registration Number:	1523097	SALON SELECTIVES
Registration Number:	2635066	SALONSELECTIVES
Registration Number:	2650555	SALONSELECTIVES
Registration Number:	3531607	LIKE YOU JUST STEPPED OUT OF A SALON
Serial Number:	77078116	FEEL SALON BEAUTIFUL EVERYDAY

## CORRESPONDENCE DATA

Fax Number: (312)551-1101

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

Phone: 312-551-8300

Email: ipdocket@pfs-law.com

Correspondent Name: Patzik, Frank &amp; Samotny Ltd.

TRADEMARK

REEL: 003961 FRAME: 0493

900130517

CH \$190.00 1479236

Address Line 1: 150 S. Wacker Drive  
Address Line 2: Suite 1500  
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	4506-017
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NAME OF SUBMITTER:	Scott W. Smilie
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Signature:	/Scott W. Smilie/
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Date:	03/30/2009
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Total Attachments: 2 source=4506.017.recorded.assignment#page1.tif source=4506.017.recorded.assignment#page2.tif
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**TRADEMARK REGISTRATION ASSIGNMENT**

This Trademark Registration Assignment is made as of February 27, 2009, by BAYERISCHE HYPO-UND VEREINSBANK, A.G., NEW YORK BRANCH, as attorney-in-fact for Hilco Financial LLC under POA dated December 24, 2008 (in such capacity, "Assignor"), to SALON SELECTIVES LLC, an Illinois limited liability company ("Assignee").

WHEREAS, Assignor desires to transfer and assign to Assignee the trademarks set forth on Schedule A attached hereto, for which Hilco Financial LLC ("Hilco") or its predecessors in interest has obtained federal registrations, or filed for federal registration, in the United States Patent and Trademark Office, or has obtained Puerto Rican registration or filed for Puerto Rican registration (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 Hilco'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.

BAYERISCHE HYPO-UND VEREINSBANK, A.G.,  
NEW YORK BRANCH, as attorney-in-fact for Hilco  
Financial LLC under POA dated December 24, 2008

By:   
Name: SCOTT OBECK  
Title: Director


By:   
Name: LORIANN CURNYN  
Title: MANAGING DIRECTOR

EXHIBIT A

<u>Mark</u>	<u>Reg. No./Serial No.</u>	<u>Reg. Date/Filing Date</u>
SALON SELECTIVES	U.S. 1,479,236	03/08/88
SALON SELECTIVES	U.S. 1,479,244	03/08/88
SALON SELECTIVES	U.S. 1,523,097	02/07/89
SALON SELECTIVES	U.S. 2,635,066	10/15/02
SALON SELECTIVES and Design	U.S. 2,650,555	11/12/02
LIKE YOU JUST STEPPED OUT OF A SALON	U.S. 3,531,607	11/11/08
FEEL SALON BEAUTIFUL EVERYDAY	U.S. 77/078,116	1/8/07
SALON SELECTIVES	P.R. 59,984	7/17/03

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