# OP \$415.00 2741557

# 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 T |            | Entity Type          |
|----------------------|----------------------------------|------------|----------------------|
| EA ACQUISITION, INC. |                                  | 01/06/2010 | CORPORATION: ARIZONA |
| MT ACQUISITION, INC. |                                  | 01/06/2010 | CORPORATION: ARIZONA |

## **RECEIVING PARTY DATA**

| Name:             | Dymas Funding Company, LLC, as Administrative Agent |
|-------------------|---|
| Street Address:   | One North Franklin Street                           |
| Internal Address: | Suite 3500  |
| City:             | Chicago   |
| State/Country:    | ILLINOIS  |
| Postal Code:      | 60606   |
| Entity Type:      | LIMITED LIABILITY COMPANY: DELAWARE                 |

PROPERTY NUMBERS Total: 16

| Property Type        | Number  | Word Mark                              |
|----------------------|---------|--|
| Registration Number: | 2741557 | E                                      |
| Registration Number: | 2747766 | SPA 7/52 LIVE IT. ANY DAY. EVERYDAY.   |
| Registration Number: | 3081114 | SPA IN A BOX                           |
| Registration Number: | 2902026 | SPA IN A BOX                           |
| Registration Number: | 2684119 | E-SOLUTIONS                            |
| Registration Number: | 2981437 | PRINT-A-GIFT                           |
| Registration Number: | 2981436 | PRINT-A-GIFT                           |
| Registration Number: | 3085715 | SPA 7 52                               |
| Registration Number: | 3011834 | UNLOCK THE CURE                        |
| Registration Number: | 3011833 | UNLOCK THE CURE                        |
| Registration Number: | 2882038 | MARIO TRICOCI                          |
| Registration Number: | 2911345 | MARIO TRICOCI HAIR SALONS AND DAY SPAS |
|                      |         | TRADEMARK                              |

REEL: 004128 FRAME: 0536

900151732

| Registration Number: | 2911575 | MARIO TRICOCI HAIR SALONS AND DAY SPAS |
|----------------------|---------|--|
| Registration Number: | 2882037 | MARIO TRICOCI TOO                      |
| Registration Number: | 2919223 | M                                      |
| Registration Number: | 3498236 | SPA AND SHARE                          |

## **CORRESPONDENCE DATA**

Fax Number: (312)863-7806

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

Phone: 312-863-7198

Email: nancy.brougher@goldbergkohn.com

Correspondent Name: Nancy Brougher Address Line 1: Goldberg Kohn

Address Line 2: 55 East Monroe Street, Suite 3300 Address Line 4: Chicago, ILLINOIS 60603

| ATTORNEY DOCKET NUMBER: | 5859.011       |
|-------------------------|----------------|
| NAME OF SUBMITTER:      | Nancy Brougher |
| Signature:              | /njb/          |
| Date:                   | 01/11/2010     |

#### Total Attachments: 4

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#### **ASSIGNMENT FOR SECURITY - TRADEMARKS**

# Dated as of January 6, 2010

WHEREAS, EA Acquisition, Inc., an Arizona corporation, and MT Acquisition, Inc., an Arizona corporation (collectively, the "Assignors") have adopted, used and are using, and hold all right, title and interest in and to, the trademarks and service marks listed on the annexed Schedule 1A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Assignors have entered into a Security Agreement, dated as of the date hereof (the "Security Agreement"), in favor of Dymas Funding Company, LLC, in its capacity as Administrative Agent for certain lenders (the "Assignee"), pursuant to which the Assignors have assigned to the Assignee and granted to the Assignee for the benefit of the lenders a continuing security interest in all right, title and interest of the Assignors in, to and under the Trademarks, together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Obligations (as defined in the Security Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors do hereby pledge, convey, sell, assign, transfer and set over unto the Assignee and grant to the Assignee for the benefit of the lenders a continuing security interest in the Collateral to secure the prompt payment, performance and for the benefit of the lenders observance of the Obligations.

The Assignors do hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

[Signature page follows]

5859.011

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the date first written above.

BA ACQUISITION, INC.

By: Name: Title:

Signature page to Assignment for Security - Tradersaria

# SCHEDULE 1A TO ASSIGNMENT FOR SECURITY TRADEMARKS

[See attached.]

# SCHEDULE 1A TO ASSIGNMENT FOR SECURITY

# **TRADEMARKS**

| Owner*               | Trademark Description                              |           | Registration<br>Number | Issue Date |
|----------------------|--|-----------|------------------------|------------|
|                      |  |           |                        |            |
| EA Acquisition, Inc. | E and Design <u>e</u>                              | 76-449800 | 2741557                | 7/29/2003  |
| EA Acquisition, Inc. | Spa 7/52 Live It. Any Day. Every Day.              | 76-050686 | 2747766                | 8/5/2003   |
| EA Acquisition, Inc. | Spa In A Box                                       | 76-449812 | 3081114                | 4/18/2006  |
| EA Acquisition, Inc. | Spa In A Box (cosmetics & fragrances)              | 76-450062 | 2902026                | 11/09/2004 |
| EA Acquisition, Inc. | E-Solutions  | 75-873593 | 2684119                | 2/4/2003   |
| EA Acquisition, Inc. | Print-A-Gift (gift certificates)                   | 76-479980 | 2981437                | 8/2/2005   |
| EA Acquisition, Inc. | Print-A-Gift (retail on-line services)             | 76-479975 | 2981436                | 8/2/2005   |
| EA Acquisition, Inc. | Spa 752  | 75-811652 | 3085715                | 4/25/2006  |
| EA Acquisition, Inc. | Unlock The Cure                                    | 76-544793 | 3011834                | 11/1/2005  |
| EA Acquisition, Inc. | Unlock The Cure                                    | 76-544790 | 3011833                | 11/01/2005 |
| MT Acquisition, Inc. | Mario Tricoci<br>Mario Tricoci Hair Salons and Day | 76-047453 | 2882038                | 9/07/2004  |
| MT Acquisition, Inc. | Spas<br>Mario Tricoci Hair Salons and Day          | 76-047644 | 2911345                | 12/14/2004 |
| MT Acquisition, Inc. | Spas   | 76-976645 | 2911575                | 12/14/2004 |
| MT Acquisition, Inc. | Mario Tricoci Too                                  | 76-047452 | 2882037                | 9/07/2004  |
| MT Acquisition, Inc. | MT (logo)  | 76-047451 | 2919223                | 1/18/2005  |
| MT Acquisition, Inc. | Spa and Share                                      | 77-322722 | 3498236                | 9/09/2008  |

<sup>\*</sup> PTO trademark assignments assigning trademarks to listed entities filed as of date of closing.

Assignment\_for\_Security\_-\_Trademarks (4).DOC

**RECORDED: 01/11/2010**