

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
S.A.C. Domestic Investments, LP, as Agent		03/31/2010	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Innovative Brands, LLC
Street Address:	2525 E. CAMELBACK ROAD
Internal Address:	C/O THE NAJAFI COMPANIES - SUITE 850
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85016
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1189689	PERT
Registration Number:	0739170	PERT
Registration Number:	2363289	WASHING HAIR AND CHANGING MINDS
Registration Number:	1574237	PERT PLUS
Registration Number:	2760413	PERT PLUS FRESH
Registration Number:	1027163	SURE
Registration Number:	0713279	SURE
Registration Number:	2418345	SURE ADVANTAGE

CORRESPONDENCE DATA

Fax Number: (915)225-8081
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 915-225-8040
 Email: wbass@hotus.com

900158532

**TRADEMARK
 REEL: 004177 FRAME: 0565**

CH \$215.00 1189689

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/
------------	-------

Date:	03/31/2010
-------	------------

Total Attachments: 3
source=Innovative Brands Sec Int Release#page1.tif
source=Innovative Brands Sec Int Release#page2.tif
source=Innovative Brands Sec Int Release#page3.tif

RELEASE OF SECURITY INTEREST IN TRADEMARKS

This Release of Security Interest in Trademarks ("**Release**") is dated as of March 31, 2010. Reference is hereby made to the Security Interest Grant Trademark dated as of September 25, 2006 ("**Trademark Security Agreement**"), executed by **INNOVATIVE BRANDS, LLC**, a Delaware limited liability company ("**Assignor**"), in favor of **S.A.C. DOMESTIC INVESTMENTS, LP**, a Delaware limited liability company, in its capacity as Agent ("**Assignee**"), recorded with the United States Patent and Trademark Office on September 26, 2006 at Reel 003397, Frame 0353. All capitalized terms used but not otherwise defined herein shall have the meanings given to them in the Trademark Security Agreement.


Assignee hereby notifies, acknowledges to and agrees with Assignor that the security interest granted by Assignor in the Trademarks, including, without limitation, the security interest granted in the Trademarks listed on the attached Schedule A, is terminated and released, and that Assignee hereby releases and forever discharges all of its right, title and interest, of any kind or nature, in the Trademarks.

Assignee hereby agrees to take such further actions and to execute and deliver such further documents as Assignor may reasonably request to effect and evidence this Release, including, without limitation, the execution and delivery of any filings, statements, amendments, recordations, or other instruments required to maintain the applications or registrations of the Trademarks and record the chain of title accordingly with the United States Patent and Trademark Office, subject, in each case to Assignor's prior payment in full to Assignee of its costs and expenses (including reasonable fees and disbursements of counsel) incurred in connection therewith; provided, however, that Assignee shall not be required to take any action which exposes Assignee to personal liability or which is contrary to applicable law.

[Remainder of this page intentionally left blank]

IN WITNESS WHEREOF, Assignee has caused this Release of Security Interest in Trademarks to be duly executed and delivered by its duly authorized officer as of the date first above written.

S.A.C. Domestic Investments, L.P., as Agent
By: S.A.C. Capital Management, LLC,
Its General Partner

By: 
Name: Peter Nussbaum
Title: Authorized Person

[Signature page to Release of Trademark Security Interest]

SCHEDULE A TO RELEASE OF SECURITY INTERESTS IN TRADEMARKS

1. Pert Trademark application and registration

Owner	Country	Mark	Registration No.	Registration Date
Innovative Brands, LLC	United States of America	PERT	1,189,689	February 16, 1982
Innovative Brands, LLC	United States of America	PERT	739,170	October 9, 1962
Innovative Brands, LLC	United States of America	PERT (Slogan 98)	2,363,289	June 27, 2000
Innovative Brands, LLC	United States of America	PERT PLUS	1,574,237	January 2, 1990
Innovative Brands, LLC	United States of America	PERT PLUS FRESH	2,760,413	September 2, 2003

2. Sure Trademark applications and registration

Owner	Country	Mark	Registration No.	Registration Date
Innovative Brands, LLC	United States of America	SURE	1027163	12/16/1975
Innovative Brands, LLC	United States of America	SURE	0713279	03/28/1961
Innovative Brands, LLC	United States of America	SURE ADVANTAGE	2418345	01/02/2001