

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
Fifth Third Bank, as Agent		08/19/2010	banking corporation: OHIO

RECEIVING PARTY DATA

Name:	Marianna Industries, Inc.
Street Address:	11222 "I" Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68137
Entity Type:	CORPORATION: NEBRASKA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3632859	GENERIC VALUE PRODUCTS
Registration Number:	3245401	GENERIC VALUE PRODUCTS
Registration Number:	3170628	GENERIC VALUE PRODUCTS
Registration Number:	2180526	GENERIC VALUE PRODUCTS
Registration Number:	3596426	GVP
Registration Number:	3115264	GVP
Registration Number:	3113018	GVP

CORRESPONDENCE DATA

Fax Number: (940)297-4990
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 940-297-4990
 Email: kmontemayor@sallybeauty.com
 Correspondent Name: Kyoko Montemayor
 Address Line 1: 3001 Colorado Blvd.
 Address Line 4: Denton, TEXAS 76210

CH \$190.00 3632859

NAME OF SUBMITTER:	Kyoko Montemayor
Signature:	/Kyoko Montemayor/
Date:	08/26/2010
Total Attachments: 2 source=SB Release of Sec Interest#page1.tif source=SB Release of Sec Interest#page2.tif	

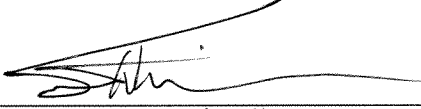
RELEASE OF SECURITY INTEREST IN TRADEMARKS

To: Marianna Industries, Inc., a Nebraska corporation (the “Company”)

Fifth Third Bank, an Ohio banking corporation, in its capacity as agent for itself and certain other financial institutions (in such capacity, the “Agent”), hereby confirms that the Agent has certain arrangements with the Company and its affiliates pursuant to which the Company granted to the Agent security interests and liens in certain of its registered trademarks, including arrangements pursuant to which the Agent has filed a security interest in such registered trademarks against the Company with the United States Patent and Trademark Office. The Agent hereby releases any security interest or lien it has in the registered trademarks listed on Schedule A attached hereto. The Agent does not release any security interest or lien it has in any registered trademarks, or in any other property or assets, of the Company, other than the registered trademarks listed on Schedule A attached hereto.

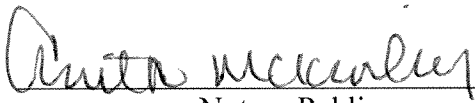
Dated: August 19, 2010

FIFTH THIRD BANK, as Agent

By: 
Title: Vice President

STATE OF ILLINOIS)
) ss
COUNTY OF COOK)

On this 20 day of August, 2010, before me personally appeared the person whose signature is set forth above, to me known, who, being duly sworn, did depose and say that he is the above-indicated officer of Fifth Third Bank, and which executed the above instrument; and that he signed his name thereto by authority of the board of directors or similar governing of said entity.


Notary Public



SCHEDULE A

REGISTERED TRADEMARKS

Mark	Jurisdiction	Serial No./ Filing Date	Reg. No./ Reg. Date	Owner
GENERIC VALUE PRODUCTS	U.S.	77/485113 5/28/2008	3632859 6/2/2009	Marianna Industries, Inc.
GENERIC VALUE PRODUCTS	U.S.	78/531952 12/14/2004	3245401 5/22/2007	Marianna Industries, Inc.
GENERIC VALUE PRODUCTS	U.S.	78/531969 12/14/2004	3170628 11/14/2006	Marianna Industries, Inc.
GENERIC VALUE PRODUCTS	U.S.	75/322085 7/10/1997	2180526 8/11/1998	Marianna Industries, Inc.
GVP	U.S.	77/485105 5/28/2008	3596426 3/24/2009	Marianna Industries, Inc.
GVP	U.S.	78/531955 12/14/2004	3115264 7/11/2006	Marianna Industries, Inc.
GVP	U.S.	78/531962 12/14/2004	3113018 7/4/2006	Marianna Industries, Inc.

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