

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Grant of Trademark Security Interest (First Lien)	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
AMC Beauty, LLC		09/30/2010	LIMITED LIABILITY COMPANY: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BNP Paribas		
<b>Street Address:</b>	787 Seventh Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	Societe Anonyme: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78905135	ROYALE BEE COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(917)777-4104		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-735-3000		
<b>Email:</b>	kellie.weilbrenner@skadden.com		
<b>Correspondent Name:</b>	Skadden, Arps, Slate, Meagher & Flom LLP		
<b>Address Line 1:</b>	Four Times Square		
<b>Address Line 2:</b>	Attn: Shivram Sankar, Esq.		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	055660/0052		
<b>NAME OF SUBMITTER:</b>	Shivram Sankar		
<b>Signature:</b>	/Shivram Sankar/		

CH \$40.00 78905135

**900173052**

**TRADEMARK  
 REEL: 004289 FRAME: 0357**

Date:

10/04/2010

**Total Attachments: 5**

source=EXECUTED – First Lien Grant of Trademark Security Interest \_AMC Beauty#page1.tif

source=EXECUTED – First Lien Grant of Trademark Security Interest \_AMC Beauty#page2.tif

source=EXECUTED – First Lien Grant of Trademark Security Interest \_AMC Beauty#page3.tif

source=EXECUTED – First Lien Grant of Trademark Security Interest \_AMC Beauty#page4.tif

source=EXECUTED – First Lien Grant of Trademark Security Interest \_AMC Beauty#page5.tif

**GRANT OF TRADEMARK SECURITY INTEREST  
(First Lien)**

**September 30, 2010**

**WHEREAS, AMC BEAUTY, LLC**, a New Jersey limited liability company, (“**Grantor**”), owns and uses in its business, and will in the future adopt and so use, various intangible assets, including the Trademark Collateral (as defined below); and

**WHEREAS, CEI HOLDINGS INC.**, a Delaware corporation (“**Company**”), has entered into the Amended and Restated Credit Agreement, dated as of September 30, 2010 (said Amended and Restated Credit Agreement, as amended, restated, supplemented or otherwise modified from time to time, the “**Credit Agreement**”; capitalized terms used herein not otherwise defined herein shall have the meanings ascribed therein), with the financial institutions named therein (collectively, together with their respective successors and assigns party to the Credit Agreement from time to time, the “**Lenders**”) and BNP Paribas, as Administrative Agent for and representative of the Lenders and as Collateral Agent for and representative of the Lenders (in such capacity, “**Collateral Agent**”), among others, pursuant to which Lenders have made certain commitments, subject to the terms and conditions set forth in the Credit Agreement, to extend certain credit facilities to Company; and

**WHEREAS**, Company may from time to time enter, or may from time to time have entered, into one or more swap agreements (collectively, the “**Lender Swap Agreements**”) with one or more Persons that are Lenders or Affiliates of Lenders at the time such Lender Swap Agreements are entered into (in such capacity, collectively, “**Swap Counterparties**”);

**WHEREAS**, Grantor has executed and delivered that certain Subsidiary Guaranty dated as of September 30, 2010 (said Subsidiary Guaranty, as amended, restated, supplemented or otherwise modified from time to time, the “**Guaranty**”), in favor of Collateral Agent for the benefit of the Beneficiaries, pursuant to which Grantor has guaranteed the prompt payment and performance when due of all obligations of Company under the Credit Agreement and the other Loan Documents and all obligations of Company under the Lender Swap Agreements, including, without limitation, the obligation of Company to make payments thereunder in the event of early termination thereof; and

**WHEREAS**, pursuant to the terms of the Security Agreement, dated as of September 30, 2010 (said Agreement, as amended, restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”), among Grantor, Collateral Agent and the other grantors named therein, Grantor has created in favor of Collateral Agent a security interest in, and Collateral Agent has become a secured creditor with respect to, the Trademark Collateral;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Security Agreement, to evidence further the security interest granted by Grantor to Collateral Agent pursuant to the Security Agreement, Grantor hereby grants to Collateral Agent a security interest in all of Grantor’s right, title and interest in and to the following, in each case whether now or hereafter existing or in which Grantor now has or hereafter acquires an interest and wherever the same may be located (the “**Trademark Collateral**”):

- (i) all rights, title and interests (including rights acquired pursuant to a license or otherwise) in and to all trademarks, service marks, designs, logos, indicia, trade names, trade dress, corporate names, company names, business names, fictitious business names, trade

styles and/or other source and/or business identifiers and applications pertaining thereto, owned by such Grantor, or hereafter adopted and used, in its business (including, without limitation, the trademarks set forth on Schedule A annexed hereto) (collectively, the “**Trademarks**”), all registrations that have been or may hereafter be issued or applied for thereon in the United States and any state thereof and in foreign countries (including, without limitation, the registrations and applications set forth on Schedule A annexed hereto), all common law and other rights (but in no event any of the obligations) in and to the Trademarks in the United States and any state thereof and in foreign countries and all goodwill of such Grantor’s business symbolized by the Trademarks and associated therewith; and

(ii) all proceeds, products, rents and profits of or from any and all of the foregoing Trademark Collateral and, to the extent not otherwise included, all payments under insurance (whether or not Collateral Agent is the loss payee thereof), or any indemnity, warranty or guaranty, payable by reason of loss or damage to or otherwise with respect to any of the foregoing Trademark Collateral. For purposes of this Grant of Trademark Security Interest, the term “**proceeds**” shall have the meaning assigned to the term “Proceeds” in the UCC.

Grantor does hereby further acknowledge and affirm that the rights and remedies of Collateral Agent with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, Grantor has caused this Grant of Trademark Security Interest to be duly executed and delivered by its officer thereunto duly authorized as of the date first written above.

AMC BEAUTY, LLC, as Grantor

By: William Laudien  
Name: WILLIAM LAUDIEN  
Title: PRESIDENT

**SCHEDULE A  
TO  
GRANT OF TRADEMARK SECURITY INTEREST**

**UNITED STATES TRADEMARKS:**

Registrations:

<b>Owner</b>	<b>Registration Number</b>	<b>Description</b>	
AMC Beauty, LLC	Ser. #78/905,135	Royale Bee Company	Filed 6/9/06

Applications:

<b>Owner</b>	<b>Registration Number</b>	<b>Description</b>
None		

Licenses:

<b>Licensee</b>	<b>Licensor</b>	<b>Registration / Application Number</b>	<b>Description</b>
None			

**OTHER TRADEMARKS:**

Registrations:

Owner	Registration Number	State / Country	Description
None			

Applications:

Owner	Application Number	State / Country	Description
None			

Licenses:

Licensee	Licensor	State / Country	Registration / Application Number	Description
None				

Trade Names: None

Domain Names:

Domain Name Registrations

Entity	Domain Name	Filing Date
None		