

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 Type
Aerial Company, Inc.		11/12/2010	CORPORATION: WISCONSIN
Innovations-Successful Salon Services		11/12/2010	CORPORATION: CALIFORNIA
Beauty Holdings LLC		11/12/2010	LIMITED LIABILITY COMPANY: DELAWARE
Armstrong McCall, L.P.		11/12/2010	LIMITED PARTNERSHIP: TEXAS
Beauty Systems Group LLC		11/12/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Agent
Street Address:	100 Federal Street
Internal Address:	9th Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02110
Entity Type:	Association: UNITED STATES

PROPERTY NUMBERS Total: 272

Property Type	Number	Word Mark
Registration Number:	1675418	ARMSTRONG MCCALL
Registration Number:	1673793	ARMSTRONG-MCCALL
Registration Number:	3355085	WORLD'S FAIR OF COSMETIC ARTS AND SCIENCES
Registration Number:	2928859	ACID SHOCK
Registration Number:	2885035	AIR HEAD
Registration Number:	3091684	AMERICAN CLASSIC
Registration Number:	2412858	AMPLITUDE

900176017

TRADEMARK
REEL: 004408 FRAME: 0457

CH \$6815.00 1675418

Registration Number:	2789827	BADA BING
Registration Number:	2392377	BATH SECRETS
Registration Number:	3086020	BEACH HEAD
Registration Number:	2114289	BEAUTIQUE
Registration Number:	3127498	BEAUTIQUE
Registration Number:	1516015	BEAUTY BIZ
Registration Number:	1884486	BEAUTY SECRETS
Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	3419661	BEE KISSED
Registration Number:	3419418	BEE KISSED
Registration Number:	2249895	BEST TRESSED
Registration Number:	1403695	BEYOND BELIEF
Registration Number:	2265665	BEYOND BELIEF
Registration Number:	2846710	BEYOND BELIEF
Registration Number:	3485915	BEYOND BELIEF
Registration Number:	2882901	BEYOND THE ZONE
Registration Number:	2923001	BEYOND THE ZONE
Registration Number:	2531921	BIOLINK
Registration Number:	2562797	BLOND BRILLIANCE
Registration Number:	2681165	BORED STRAIGHT
Registration Number:	3608358	BRILLIANCE SHINE & FREEZE
Registration Number:	3767855	BROW COUTURE
Registration Number:	3269238	BRUSH STROKES
Registration Number:	2972621	BSG
Registration Number:	2664414	BUBBLE HEAD
Registration Number:	2846368	CLEAR VISION
Registration Number:	2962331	COLOR BOMBZ
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2861230	COLOR JAMZ
Registration Number:	3432963	COLORESSE
Registration Number:	3347997	CRYSTAL BRILLANTE
Registration Number:	3494973	CRYSTAL D'ORO
Registration Number:	3595643	CURL COUTURE
Registration Number:	2938238	CURL-IT-UP
Registration Number:	3667199	CURL-IT-UP

Registration Number:	2544694	CUTICLE RX
Registration Number:	2436005	DAMAGE FREE
Registration Number:	3358849	DEMENTED
Registration Number:	3128126	DERANGED
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	3547836	DESIGNING SILK
Registration Number:	3544553	DL
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	3114792	EMERGENCY SERVICE
Registration Number:	3658921	ENRICH YOUR HAIR IN SILKY COLOR!
Registration Number:	3498954	EVOLVE
Registration Number:	3498953	EVOLVE
Registration Number:	3738960	EXTREME BRONZE SEDUCTION
Registration Number:	2652763	EYE KISSES
Registration Number:	2846498	FACE SECRETS
Registration Number:	2849567	FACE SECRETS
Registration Number:	3502711	FAVE FOTO
Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	3554727	FEMME COUTURE
Registration Number:	3558403	FINAL TAKE
Registration Number:	1187293	FINGERPAINTS
Registration Number:	3432964	FIRST MAIDEN
Registration Number:	3502684	FLAWLESS TOUCH
Registration Number:	2830853	FLIPPED OUT
Registration Number:	1678208	FOR PERMS ONLY
Registration Number:	3388714	FOR THE UNCOMMON HAIR EXPERIENCE
Registration Number:	3347151	FRIZZ ZAPPER
Registration Number:	2724419	FROZEN STIFF
Registration Number:	3775995	GATOR
Registration Number:	2180526	GENERIC VALUE PRODUCTS
Registration Number:	3170628	GENERIC VALUE PRODUCTS
Registration Number:	3245401	GENERIC VALUE PRODUCTS
Registration Number:	3632859	GENERIC VALUE PRODUCTS
Registration Number:	2830813	GET'N CREAMED
Registration Number:	3235416	GET'N WAVES

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Registration Number:	2472404	GRABBER
Registration Number:	2968063	GRIPPER
Registration Number:	3113018	GVP
Registration Number:	3115264	GVP
Registration Number:	3596426	GVP
Registration Number:	1194950	HAIR SCULPTOR
Registration Number:	3587075	HAIR WE ARE!
Registration Number:	3485764	HEATMASTER
Registration Number:	3198974	HEEL TO TOE
Registration Number:	3226202	HIDE RIDGES
Registration Number:	3750316	HOOP-LA
Registration Number:	3419030	HOT N SILKY
Registration Number:	3511017	INTENSE COLOR COMPLEX
Registration Number:	3410256	INTENSIVE SHINE
Registration Number:	1320267	ION
Registration Number:	3665357	ION
Registration Number:	2760298	ION
Registration Number:	3071641	ION
Registration Number:	3529010	ION
Registration Number:	3024383	ION NEGA-CLEAN
Registration Number:	3171617	ION SENSITIVE SCALP
Registration Number:	3588164	JAYME HAIR COLLECTION
Registration Number:	2765664	LAST CALL
Registration Number:	3024369	LICE-TRAP
Registration Number:	3809516	LIP COUTURE
Registration Number:	3356369	LOME
Registration Number:	3356370	LOMÉ
Registration Number:	3060854	MAD ARTIST
Registration Number:	3207377	MAD MUD
Registration Number:	660213	MARLO
Registration Number:	1726434	MARLO BEAUTY SUPPLY
Registration Number:	3353890	MASQUE DIVINA
Registration Number:	2359609	MEDILIP
Registration Number:	3166089	MEGASILK
Registration Number:	2846753	METAGRIP

Registration Number:	3755863	METAGRIP
Registration Number:	3468666	MINERAL EFFECTS
Registration Number:	3628221	MOCHA MADNESS
Registration Number:	2650144	NAIL LIFE
Registration Number:	2652573	NASTY GIRL
Registration Number:	2314580	NATURAL SEVEN OIL
Registration Number:	806155	NATURAL BALANCE
Registration Number:	3294067	NATURAL BALANCE
Registration Number:	3512597	NATURAL IONIC ENERGY
Registration Number:	3512598	NATURAL IONIC ENERGY
Registration Number:	3512613	NATURAL IONIC ENERGY
Registration Number:	1769609	NET EFFECT
Registration Number:	799629	NEW IMAGE
Registration Number:	799630	NEW IMAGE
Registration Number:	833800	NEW IMAGE
Registration Number:	3755086	NEW IMAGE
Registration Number:	3378312	NEX.FAZE
Registration Number:	2765665	NOODLE HEAD
Registration Number:	3772390	ONE STROKE
Registration Number:	3171626	PARTY ON
Registration Number:	3779591	PERPETUAL HEAT
Registration Number:	3327607	PLUGGED IN
Registration Number:	3309951	PLUGGED IN GED
Registration Number:	3362209	PLUGGED IN
Registration Number:	3378441	PLUGGED IN
Registration Number:	3755864	PONYTAIL HOOKS
Registration Number:	3468816	POWER IQ
Registration Number:	3588622	POWER IQ
Registration Number:	2360769	POWER LIFT
Registration Number:	2605701	PREP B-4
Registration Number:	1152062	PRO CARE
Registration Number:	2404574	PROCLAIM
Registration Number:	2936960	PROCLAIM
Registration Number:	3559977	PROCLUB
Registration Number:	3359455	PROMATE

Registration Number:	2793048	PROTEIN COCKTAIL
Registration Number:	2418929	PUCKER UPS
Registration Number:	3448282	PUMP UP THE COLOR
Registration Number:	3058114	PUMP UP THE VOLUME
Registration Number:	3677443	PUT YOUR FEET UP
Registration Number:	2652574	QUICK WHITE
Registration Number:	2029967	QUICKSHIP
Registration Number:	2861295	RASPBERRY KAMIKAZE
Registration Number:	3502761	REAL SMOOTH
Registration Number:	3680876	REDEFINE
Registration Number:	3127864	RHINO
Registration Number:	2675527	ROCK ON
Registration Number:	1763527	SALLY
Registration Number:	2316754	SALLY
Registration Number:	2612903	SALLY
Registration Number:	2582384	SALLY BEAUTY
Registration Number:	2810775	SALLY BEAUTY
Registration Number:	2920799	SALLY BEAUTY
Registration Number:	2799286	SALLY BEAUTY SUPPLY
Registration Number:	3583116	SALLY BEAUTY SALLY BEAUTY SUPPLY
Registration Number:	3583120	SALLY BEAUTY SALLY BEAUTY SUPPLY
Registration Number:	3127488	SALLY GIRL
Registration Number:	2535551	SALLYCARES
Registration Number:	3377854	SALLYMATE
Registration Number:	2083563	SALON CARE
Registration Number:	2540686	SALON CARE
Registration Number:	2301571	SALON CARE
Registration Number:	2765791	SALON CARE
Registration Number:	2850945	SALON CARE
Registration Number:	3588528	SALON CARE BLUE FLASH
Registration Number:	2930699	SALON FOCUS PROMOTION GUIDE
Registration Number:	3348016	SALON-MATE
Registration Number:	3256897	SATIN STRANDS
Registration Number:	3677392	SATIN STRANDS
Registration Number:	2806741	SAVAGE BRONZE

Registration Number:	3068960	SAVVY
Registration Number:	3494946	SAVVY
Registration Number:	3633668	SAVVY BLUSH TOUCH
Registration Number:	3633669	SAVVY GET BRONZED
Registration Number:	3417888	SAVVY INFINITY
Registration Number:	2478296	SCENTS OF WELLNESS
Registration Number:	3071665	SCENTS OF WELLNESS
Registration Number:	3011362	SHEER GLORY
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	3592501	SILK ELEMENTS
Registration Number:	3174884	SILK ELEMENTS REVIVE & RESTORE
Registration Number:	3136681	SILKEN CHILD
Registration Number:	3842388	SMOOTH ENUFF
Registration Number:	3245453	SMOOTH MIST
Registration Number:	3716580	SMOOTH POLISH
Registration Number:	3532023	SO GORGEOUS
Registration Number:	2885024	SPIKE IT
Registration Number:	2830863	SPLIT MENDER
Registration Number:	2663411	STIFF ENUFF
Registration Number:	2362945	STIFF HEAD
Registration Number:	3112537	STRAIGHT LACED
Registration Number:	3323578	STRAIGHT SHOT
Registration Number:	3819512	STRAIGHT SHOT
Registration Number:	2166212	STRICTLY PROFESSIONAL
Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	2660222	STRIP SEARCH
Registration Number:	3240784	STYLE IT UP
Registration Number:	3494978	SUPER JUICIES SHEER
Registration Number:	3498093	SUPER JUICIES SHIMMER
Registration Number:	2088126	SURE-BOND
Registration Number:	2837203	SURF WAX
Registration Number:	3166170	TANWISE
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	3781723	THE BANG THING
Registration Number:	3716507	THICK ENUFF

TRADEMARK

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Registration Number:	3346277	TOOL SCIENCE
Registration Number:	3346276	TOOL SCIENCE
Registration Number:	3419321	TOOL SCIENCE
Registration Number:	3419320	TOOL SCIENCE
Registration Number:	3775415	TOOL STRUCTURE
Registration Number:	3825067	TOOL STRUCTURE
Registration Number:	3677502	TOTAL IMPACT
Registration Number:	2958454	TRIPPED OUT
Registration Number:	3719268	TSC
Registration Number:	3390960	TURN UP THE HEAT
Registration Number:	2958195	VELVETEEN
Registration Number:	3353906	VENETIAN BLENDS
Registration Number:	3495875	WAX IT UP
Registration Number:	3562205	WAXED OUT
Registration Number:	3163414	WEST COAST BEAUTY SUPPLY
Registration Number:	3193418	WEST COAST BEAUTY SYSTEMS
Registration Number:	1284849	WET LOOK
Registration Number:	3338819	WET LOOK
Registration Number:	3715999	WET LOOK
Registration Number:	2425130	WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.
Registration Number:	2322182	WILDEST DREAMS
Registration Number:	3667152	ZERO TO SEXY
Registration Number:	2820578	BARNUM
Registration Number:	2382089	SALON RESOURCE
Registration Number:	2763114	VICTORY
Registration Number:	1479121	BAILEY'S
Registration Number:	2929115	AROMA AESTHETICS
Registration Number:	2025319	COSMOPROF
Registration Number:	2043011	COSMOPROF
Registration Number:	3678570	COSMOPROF
Registration Number:	3678571	COSMOPROF
Serial Number:	85026864	STUDIO3
Serial Number:	85026865	STYLE HUB
Serial Number:	77739424	CRIMP MY STYLE

Serial Number:	85114794	FEMME COUTURE
Serial Number:	78806756	FUSION ENERGY OF BEAUTY
Serial Number:	77900024	HEARTBREAKER
Serial Number:	85132148	I.PAK
Serial Number:	77167409	INSPIRED BY NATURE
Serial Number:	77921736	LIGHTNING LASH
Serial Number:	77850353	METALWORX
Serial Number:	77748851	MINI MOJO
Serial Number:	77779266	MISS MOJO
Serial Number:	77813295	MIXED SILK
Serial Number:	77910158	MONSTER LASH
Serial Number:	77803664	NATURAL FOCUS
Serial Number:	77439885	PLUMP UP THE COLOR
Serial Number:	77895502	ROCK ON
Serial Number:	77725192	SALLY GIRL
Serial Number:	77725737	SALLY GIRL
Serial Number:	77823462	SILVERBACK
Serial Number:	77744156	STOW 'N GO
Serial Number:	85107454	STOW 'N GO
Serial Number:	85113695	STYLE IT UP
Serial Number:	77823500	TAHITI WOOD

CORRESPONDENCE DATA

Fax Number: (202)408-3141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 800-927-9801 x2348
Email: jpaterso@cscinfo.com
Correspondent Name: Corporation Service Company
Address Line 1: 1090 Vermont Avenue NW, Suite 430
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	584850-005
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	11/22/2010

Total Attachments: 14

TRADEMARK
REEL: 004408 FRAME: 0465

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GRANT OF SECURITY INTEREST
IN TRADEMARKS

November 12, 2010

FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, each of the undersigned entities listed on Schedule A attached hereto, each with principal offices at 3001 Colorado Blvd., Denton, TX 76210 (collectively, the "Grantor"), hereby grants to BANK OF AMERICA, N.A., as Collateral Agent for certain lenders and other secured parties, with offices at 100 Federal Street, 9th Floor, Boston, Massachusetts 02110 (the "Grantee"), a continuing security interest in (i) all of the Grantor's right, title and interest in, to and under to the United States and Canadian trademarks, service marks, trademark registrations, service mark registrations, trademark applications, and service mark applications with the exception of certain "Excluded Property" as such term is defined in the Security Agreement (defined below) (the foregoing, collectively, the "Marks") set forth on Schedule B attached hereto, (ii) all proceeds and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same.


THIS GRANT OF SECURITY INTEREST IN TRADEMARKS (this "Grant") is made to secure the satisfactory performance and payment of all the Secured Obligations of the Grantor, as such term is defined in the Security Agreement between, among others, the Grantors and the Grantee, dated as of November 12, 2010 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement").

This Grant has been granted in conjunction with the security interest granted to the Grantee under the Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are as set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Grant are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.


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IN WITNESS WHEREOF, the undersigned have executed this Grant as of the date above first written.

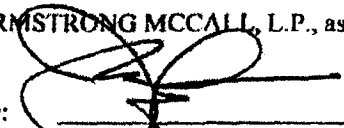
BEAUTY HOLDING LLC, as a Grantor

By: 
Name: Mark J. Flaherty
Title: Senior Vice President and Chief Financial Officer

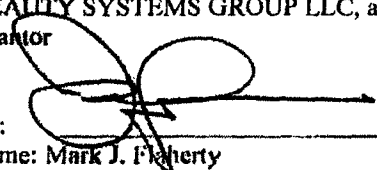
AERIAL COMPANY, INC., as a Grantor

By: 
Name: Mark J. Flaherty
Title: Senior Vice President and Chief Financial Officer

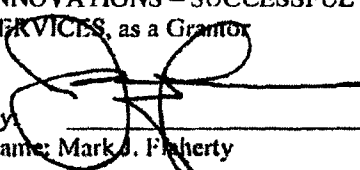
ARMSTRONG MCCALL, L.P., as a Grantor

By: 
Name: Mark J. Flaherty
Title: Senior Vice President and Chief Financial Officer

BEAUTY SYSTEMS GROUP LLC, as a Grantor

By: 
Name: Mark J. Flaherty
Title: Senior Vice President and Chief Financial Officer

INNOVATIONS – SUCCESSFUL SALON SERVICES, as a Grantor

By: 
Name: Mark J. Flaherty
Title: Senior Vice President and Chief Financial Officer

Signature Page to Grant of Security Interest in Trademarks

TRADEMARK
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BANK OF AMERICA, N.A.,
as Collateral Agent and as Grantee

By: 

Name: Matthew Potter

Title: Vice President

Signature Page to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 004408 FRAME: 0470

SCHEDULE A

AERIAL COMPANY, INC.
INNOVATIONS – SUCCESSFUL SALON SERVICES
BEAUTY HOLDING LLC
ARMSTRONG MCCALL, L.P.
BEAUTY SYSTEMS GROUP LLC

Schedule A to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 004408 FRAME: 0471

Schedule B

Trademarks	Owner	Application/ Filing Date	Status	Application Registration No.	Country
STUDIO3	Aerial Company, Inc.	29-Apr-2010	Pending	85026864	U.S.
STYLE HUB	Aerial Company, Inc.	29-Apr-2010	Pending	85026865	U.S.
ARMSTRONG MCCALL	Armstrong McCall, L.P.	21-Feb-1991	Registered	1675418	U.S.
ARMSTRONG- MCCALL	Armstrong McCall, L.P.	21-Feb-1991	Registered	1673793	U.S.
WORLD'S FAIR OF COSMETIC ARTS AND SCIENCES	Armstrong McCall, L.P.	24-Jan-2007	Registered	3355085	U.S.
ACID SHOCK	Beauty Holding LLC	08-Jan-2004	Registered	2928859	U.S.
AIR HEAD	Beauty Holding LLC	19-Feb-2002	Registered	2885035	U.S.
AMERICAN CLASSIC	Beauty Holding LLC	25-May-2004	Registered	3091684	U.S.
AMPLITUDE	Beauty Holding LLC	25-Jun-1998	Registered	2412858	U.S.
BADA BING	Beauty Holding LLC	05-Jun-2002	Registered	2789827	U.S.
BATH SECRETS	Beauty Holding LLC	14-Jul-1998	Registered	2392377	U.S.
BEACH HEAD	Beauty Holding LLC	09-Oct-2001	Registered	3086020	U.S.
BEAUTIQUE	Beauty Holding LLC	08-Jan-1997	Registered	2114289	U.S.
BEAUTIQUE	Beauty Holding LLC	21-Aug-2002	Registered	3127498	U.S.
BEAUTY BIZ	Beauty Holding LLC	05-Apr-1988	Registered	1516015	U.S.
BEAUTY SECRETS	Beauty Holding LLC	13-Jan-1992	Registered	1884486	U.S.
BEAUTY SECRETS	Beauty Holding LLC	14-Jun-2002	Registered	2887503	U.S.
BEE KISSED	Beauty Holding LLC	12-Oct-2006	Registered	3419661	U.S.
BEE KISSED	Beauty Holding LLC	26-Feb-2007	Registered	3419418	U.S.
BEST TRESSED	Beauty Holding LLC	02-Jan-1996	Registered	2249895	U.S.
BEYOND BELIEF	Beauty Holding LLC	23-Dec-1985	Registered	1403695	U.S.
BEYOND BELIEF	Beauty Holding LLC	25-Nov-1997	Registered	2265665	U.S.
BEYOND BELIEF	Beauty Holding LLC	06-Nov-2002	Registered	2846710	U.S.
BEYOND BELIEF	Beauty Holding LLC	01-Jun-2007	Registered	3485915	U.S.
BEYOND THE ZONE	Beauty Holding LLC	03-Apr-2002	Registered	2882901	U.S.
BEYOND THE ZONE	Beauty Holding LLC	18-Dec-2003	Registered	2923001	U.S.
BIOLINK	Beauty Holding LLC	16-Jan-2001	Registered	2531921	U.S.
BLOND BRILLIANCE	Beauty Holding LLC	07-Jul-1999	Registered	2562797	U.S.
BORED STRAIGHT	Beauty Holding LLC	27-Sep-2001	Registered	2681165	U.S.
BRILLIANCE SHINE & FREEZE	Beauty Holding LLC	14-May-2008	Registered	3608358	U.S.
BROW COUTURE	Beauty Holding LLC	21-Mar-2007	Registered	3767855	U.S.
BRUSH STROKES	Beauty Holding LLC	23-Nov-2004	Registered	3269238	U.S.
BSG	Beauty Holding LLC	28-Sep-2001	Registered	2972621	U.S.
BUBBLE HEAD	Beauty Holding LLC	21-May-2001	Registered	2664414	U.S.
CLEAR VISION	Beauty Holding LLC	27-Jul-2001	Registered	2846368	U.S.
COLOR BOMBZ	Beauty Holding LLC	19-Jan-2004	Registered	2962331	U.S.
COLOR DEFENSE	Beauty Holding LLC	05-Aug-2002	Registered	2823066	U.S.

Exhibit A to Grant of Security Interest in Trademarks

TRADEMARK
REEL: 004408 FRAME: 0472

Trademarks	Owner	Application/ Filing Date	Status	Application Registration No.	Country
COLOR JAMZ	Beauty Holding LLC	15-Nov-2001	Registered	2861230	U.S.
COLORESSE	Beauty Holding LLC	21-Dec-2005	Registered	3432963	U.S.
CRIMP MY STYLE	Beauty Holding LLC	18-May-2009	Pending	77739424	U.S.
CRYSTAL BRILLANTE	Beauty Holding LLC	11-May-2007	Registered	3347997	U.S.
CRYSTAL D'ORO	Beauty Holding LLC	21-Aug-2007	Registered	3494973	U.S.
CURL COUTURE	Beauty Holding LLC	05-Jul-2007	Registered	3595643	U.S.
CURL-IT-UP	Beauty Holding LLC	01-Apr-2004	Registered	2938238	U.S.
CURL-IT-UP	Beauty Holding LLC	04-Jun-2007	Registered	3667199	U.S.
CUTICLE RX	Beauty Holding LLC	19-Mar-2001	Registered	2544694	U.S.
DAMAGE FREE	Beauty Holding LLC	31-Mar-1999	Registered	2436005	U.S.
DEMENTED	Beauty Holding LLC	03-Apr-2007	Registered	3358849	U.S.
DERANGED	Beauty Holding LLC	26-Apr-2005	Registered	3128126	U.S.
DESIGN LENGTHS	Beauty Holding LLC	05-Oct-2006	Registered	3477197	U.S.
DESIGNING SILK	Beauty Holding LLC	14-Sep-2007	Registered	3547836	U.S.
DL	Beauty Holding LLC	17-Aug-2007	Registered	3544553	U.S.
EFFECTIVE CARE	Beauty Holding LLC	12-Feb-1998	Registered	2228458	U.S.
EMERGENCY SERVICE	Beauty Holding LLC	09-Sep-2002	Registered	3114792	U.S.
ENRICH YOUR HAIR IN SILKY COLOR!	Beauty Holding LLC	08-Feb-2008	Registered	3658921	U.S.
EVOLVE	Beauty Holding LLC	12-Feb-2008	Registered	3498954	U.S.
EVOLVE	Beauty Holding LLC	12-Feb-2008	Registered	3498953	U.S.
EXTREME BRONZE SEDUCTION	Beauty Holding LLC	07-Jan-2009	Registered	3738960	U.S.
EYE KISSES	Beauty Holding LLC	04-May-2001	Registered	2652763	U.S.
FACE SECRETS	Beauty Holding LLC	14-Jun-2002	Registered	2846498	U.S.
FACE SECRETS	Beauty Holding LLC	12-Nov-2002	Registered	2849567	U.S.
FAVE FOTO	Beauty Holding LLC	05-Jul-2007	Registered	3502711	U.S.
FEELS LIKE NEW	Beauty Holding LLC	13-Sep-2002	Registered	2811813	U.S.
FEMME COUTURE	Beauty Holding LLC	21-Mar-2007	Registered	3554727	U.S.
FEMME COUTURE	Beauty Holding LLC	24-Aug-2010	Pending	85114794	U.S.
FINAL TAKE	Beauty Holding LLC	08-Aug-2007	Registered	3558403	U.S.
FINGERPAINTS	Beauty Holding LLC	10-Sep-1976	Registered	1187293	U.S.
FIRST MAIDEN	Beauty Holding LLC	21-Dec-2005	Registered	3432964	U.S.
FLAWLESS TOUCH	Beauty Holding LLC	25-Jun-2007	Registered	3502684	U.S.
FLIPPED OUT	Beauty Holding LLC	20-Sep-2002	Registered	2830853	U.S.
FOR PERMS ONLY	Beauty Holding LLC	18-Jun-1990	Registered	1678208	U.S.
FOR THE UNCOMMON HAIR EXPERIENCE	Beauty Holding LLC	23-Jul-2007	Registered	3388714	U.S.
FRIZZ ZAPPER	Beauty Holding LLC	28-Feb-2007	Registered	3347151	U.S.
FROZEN STIFF	Beauty Holding LLC	29-Aug-2002	Registered	2724419	U.S.
FUSION ENERGY OF BEAUTY	Beauty Holding LLC	03-Feb-2006	Pending	78806756	U.S.
GATOR	Beauty Holding LLC	30-Jan-2009	Registered	3775995	U.S.
GENERIC VALUE PRODUCTS	Beauty Holding LLC	10-Jul-1997	Registered	2180526	U.S.

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Trademarks	Owner	Application/ Filing Date	Status	Application Registration No.	Country
GENERIC VALUE PRODUCTS	Beauty Holding LLC	14-Dec-2004	Registered	3170628	U.S.
GENERIC VALUE PRODUCTS	Beauty Holding LLC	14-Dec-2004	Registered	3245401	U.S.
GENERIC VALUE PRODUCTS	Beauty Holding LLC	28-May-2008	Registered	3632859	U.S.
GET'N CREAMED	Beauty Holding LLC	14-Aug-2002	Registered	2830813	U.S.
GET'N WAVES	Beauty Holding LLC	31-Dec-2003	Registered	3235416	U.S.
GRABBER	Beauty Holding LLC	20-Jan-2000	Registered	2472404	U.S.
GRIPPER	Beauty Holding LLC	14-Jun-2002	Registered	2968063	U.S.
GVP	Beauty Holding LLC	14-Dec-2004	Registered	3113018	U.S.
GVP	Beauty Holding LLC	14-Dec-2004	Registered	3115264	U.S.
GVP	Beauty Holding LLC	28-May-2008	Registered	3596426	U.S.
HAIR SCULPTOR	Beauty Holding LLC	11-Aug-1980	Registered	1194950	U.S.
HAIR WE ARE!	Beauty Holding LLC	29-Sep-2008	Registered	3587075	U.S.
HEARTBREAKER	Beauty Holding LLC	23-Dec-2009	Pending	77900024	U.S.
HEATMASTER	Beauty Holding LLC	29-Mar-2007	Registered	3485764	U.S.
HEEL TO TOE	Beauty Holding LLC	31-May-2006	Registered	3198974	U.S.
HIDE RIDGES	Beauty Holding LLC	09-Mar-2006	Registered	3226202	U.S.
HOOP-LA	Beauty Holding LLC	28-Jan-2008	Registered	3750316	U.S.
HOT N SILKY	Beauty Holding LLC	12-Oct-2006	Registered	3419030	U.S.
I.PAK	Beauty Holding LLC	17-Sep-2010	Pending	85132148	U.S.
INSPIRED BY NATURE	Beauty Holding LLC	27-Apr-2007	Pending	77167409	U.S.
INTENSE COLOR COMPLEX	Beauty Holding LLC	14-Sep-2007	Registered	3511017	U.S.
INTENSIVE SHINE	Beauty Holding LLC	31-Dec-2003	Registered	3410256	U.S.
ION	Beauty Holding LLC	13-May-1981	Registered	1320267	U.S.
ION	Beauty Holding LLC	30-Oct-2001	Registered	3665357	U.S.
ION	Beauty Holding LLC	14-Nov-2001	Registered	2760298	U.S.
ION	Beauty Holding LLC	02-Mar-2002	Registered	3071641	U.S.
ION	Beauty Holding LLC	28-Apr-2004	Registered	3529010	U.S.
ION NEGA-CLEAN	Beauty Holding LLC	11-Jun-2003	Registered	3024383	U.S.
ION SENSITIVE SCALP	Beauty Holding LLC	28-Feb-2006	Registered	3171617	U.S.
JAYME HAIR COLLECTION	Beauty Holding LLC	27-Sep-2007	Registered	3588164	U.S.
LAST CALL	Beauty Holding LLC	19-Oct-2001	Registered	2765664	U.S.
LICE-TRAP	Beauty Holding LLC	13-May-2003	Registered	3024369	U.S.
LIGHTNING LASH	Beauty Holding LLC	27-Jan-2010	Pending	77921736	U.S.
LIP COUTURE	Beauty Holding LLC	02-Jul-2009	Registered	3809516	U.S.
LOME	Beauty Holding LLC	09-Aug-2006	Registered	3356369	U.S.
LOME	Beauty Holding LLC	09-Aug-2006	Registered	3356370	U.S.
MAD ARTIST	Beauty Holding LLC	17-Feb-2003	Registered	3060854	U.S.
MAD MUD	Beauty Holding LLC	20-Dec-2004	Registered	3207377	U.S.
MARLO	Beauty Holding LLC	11-Jan-1956	Registered	660213	U.S.
MARLO BEAUTY	Beauty Holding LLC	11-May-1989	Registered	1726434	U.S.

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SUPPLY					
MASQUE DIVINA	Beauty Holding LLC	13-Feb-2006	Registered	3353890	U.S.
MEDILIP	Beauty Holding LLC	17-Dec-1998	Registered	2359609	U.S.
MEGASILK	Beauty Holding LLC	10-Jun-2004	Registered	3166089	U.S.
METAGRIP	Beauty Holding LLC	05-Dec-2002	Registered	2846753	U.S.
METAGRIP	Beauty Holding LLC	03-Dec-2008	Registered	3755863	U.S.
METALWORX	Beauty Holding LLC	16-Oct-2009	Pending	77850353	U.S.
MINERAL EFFECTS	Beauty Holding LLC	12-Jan-2007	Registered	3468666	U.S.
MINI MOJO	Beauty Holding LLC	01-Jun-2009	Pending	77748851	U.S.
MISS MOJO	Beauty Holding LLC	13-Jul-2009	Pending	77779266	U.S.
MIXED SILK	Beauty Holding LLC	26-Aug-2009	Pending	77813295	U.S.
MOCHA MADNESS	Beauty Holding LLC	26-Feb-2008	Registered	3628221	U.S.
MONSTER LASH	Beauty Holding LLC	12-Jan-2010	Pending	77910158	U.S.
NAIL LIFE	Beauty Holding LLC	24-May-2000	Registered	2650144	U.S.
NASTY GIRL	Beauty Holding LLC	14-Mar-2001	Registered	2652573	U.S.
NATURAL 7 OIL	Beauty Holding LLC	23-Mar-2006	Registered	2314580	U.S.
NATURAL BALANCE	Beauty Holding LLC	12-Nov-1965	Registered	806155	U.S.
NATURAL BALANCE	Beauty Holding LLC	17-Jul-2006	Registered	3294067	U.S.
NATURAL FOCUS	Beauty Holding LLC	13-Aug-2009	Pending	77803664	U.S.
NATURAL IONIC ENERGY	Beauty Holding LLC	09-Aug-2006	Registered	3512597	U.S.
NATURAL IONIC ENERGY	Beauty Holding LLC	09-Aug-2006	Registered	3512598	U.S.
NATURAL IONIC ENERGY	Beauty Holding LLC	09-Aug-2006	Registered	3512613	U.S.
NET EFFECT	Beauty Holding LLC	17-Jul-1992	Registered	1769609	U.S.
NEW IMAGE	Beauty Holding LLC	01-Oct-1963	Registered	799629	U.S.
NEW IMAGE	Beauty Holding LLC	28-Jan-1964	Registered	799630	U.S.
NEW IMAGE	Beauty Holding LLC	10-Aug-1966	Registered	833800	U.S.
NEW IMAGE	Beauty Holding LLC	23-Apr-2007	Registered	3755086	U.S.
NEX.FAZE	Beauty Holding LLC	13-Jun-2007	Registered	3378312	U.S.
NOODLE HEAD	Beauty Holding LLC	19-Oct-2001	Registered	2765665	U.S.
ONE STROKE	Beauty Holding LLC	13-May-2008	Registered	3772390	U.S.
PARTY ON	Beauty Holding LLC	17-Mar-2006	Registered	3171626	U.S.
PERPETUAL HEAT	Beauty Holding LLC	24-Mar-2006	Registered	3779591	U.S.
PLUGGED IN	Beauty Holding LLC	04-Apr-2006	Registered	3327607	U.S.
PLUGGED IN	Beauty Holding LLC	04-Aug-2006	Registered	3309951	U.S.
PLUGGED IN	Beauty Holding LLC	19-Jul-2007	Registered	3362209	U.S.
PLUGGED IN	Beauty Holding LLC	01-Aug-2007	Registered	3378441	U.S.
PLUMP UP THE COLOR	Beauty Holding LLC	04-Apr-2008	Pending	77439885	U.S.
PONYTAIL HOOKS	Beauty Holding LLC	03-Dec-2008	Registered	3755864	U.S.
POWER IQ	Beauty Holding LLC	05-Mar-2007	Registered	3468816	U.S.
POWER IQ	Beauty Holding LLC	31-Jan-2008	Registered	3588622	U.S.
POWER LIFT	Beauty Holding LLC	30-Jul-1998	Registered	2360769	U.S.
PREP B-4	Beauty Holding LLC	21-Nov-2000	Registered	2605701	U.S.

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PRO CARE	Beauty Holding LLC	04-Aug-1977	Registered	1152062	U.S.
PROCLAIM	Beauty Holding LLC	14-Apr-1998	Registered	2404574	U.S.
PROCLAIM	Beauty Holding LLC	12-May-2003	Registered	2936960	U.S.
PROCLUB	Beauty Holding LLC	30-Jan-2008	Registered	3559977	U.S.
PROMATE	Beauty Holding LLC	04-Jun-2007	Registered	3359455	U.S.
PROTEIN COCKTAIL	Beauty Holding LLC	05-Jun-2002	Registered	2793048	U.S.
PUCKER UPS	Beauty Holding LLC	20-Aug-1999	Registered	2418929	U.S.
PUMP UP THE COLOR	Beauty Holding LLC	21-Aug-2007	Registered	3448282	U.S.
PUMP UP THE VOLUME	Beauty Holding LLC	23-Jul-2002	Registered	3058114	U.S.
PUT YOUR FEET UP	Beauty Holding LLC	01-May-2008	Registered	3677443	U.S.
QUICK WHITE	Beauty Holding LLC	14-Mar-2001	Registered	2652574	U.S.
QUICKSHIP	Beauty Holding LLC	27-Nov-1995	Registered	2029967	U.S.
RASPBERRY KAMIKAZE	Beauty Holding LLC	05-Jun-2002	Registered	2861295	U.S.
REAL SMOOTH	Beauty Holding LLC	06-Aug-2007	Registered	3502761	U.S.
REDEFINE	Beauty Holding LLC	02-May-2008	Registered	3680876	U.S.
RHINO	Beauty Holding LLC	17-Sep-2004	Registered	3127864	U.S.
ROCK ON	Beauty Holding LLC	13-Feb-2001	Registered	2675527	U.S.
ROCK ON	Beauty Holding LLC	17-Dec-2009	Pending	77895502	U.S.
SALLY	Beauty Holding LLC	14-Aug-1992	Registered	1763527	U.S.
SALLY	Beauty Holding LLC	25-Mar-1999	Registered	2316754	U.S.
SALLY	Beauty Holding LLC	19-Oct-2001	Registered	2612903	U.S.
SALLY BEAUTY	Beauty Holding LLC	03-May-2001	Registered	2582384	U.S.
SALLY BEAUTY	Beauty Holding LLC	02-Apr-2003	Registered	2810775	U.S.
SALLY BEAUTY	Beauty Holding LLC	09-Jan-2004	Registered	2920799	U.S.
SALLY BEAUTY SUPPLY	Beauty Holding LLC	14-Jun-2002	Registered	2799286	U.S.
SALLY BEAUTY SUPPLY	Beauty Holding LLC	24-Jul-2008	Registered	3583116	U.S.
SALLY BEAUTY SUPPLY	Beauty Holding LLC	24-Jul-2008	Registered	3583120	U.S.
SALLY GIRL	Beauty Holding LLC	14-Jun-2002	Registered	3127488	U.S.
SALLY GIRL	Beauty Holding LLC	29-Apr-2009	Pending	77725192	U.S.
SALLY GIRL	Beauty Holding LLC	30-Apr-2009	Pending	77725737	U.S.
SALLYCARES	Beauty Holding LLC	20-Jan-2000	Registered	2535551	U.S.
SALLYMATE	Beauty Holding LLC	31-May-2007	Registered	3377854	U.S.
SALON CARE	Beauty Holding LLC	29-May-1996	Registered	2083563	U.S.
SALON CARE	Beauty Holding LLC	29-Jan-1997	Registered	2540686	U.S.
SALON CARE	Beauty Holding LLC	02-Apr-1998	Registered	2301571	U.S.
SALON CARE	Beauty Holding LLC	14-Jun-2002	Registered	2765791	U.S.
SALON CARE	Beauty Holding LLC	05-Jun-2003	Registered	2850945	U.S.
SALON CARE BLUE FLASH	Beauty Holding LLC	14-Dec-2007	Registered	3588528	U.S.
SALON FOCUS PROMOTION GUIDE	Beauty Holding LLC	07-Nov-2003	Registered	2930699	U.S.

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SALON-MATE	Beauty Holding LLC	31-May-2007	Registered	3348016	U.S.
SATIN STRANDS	Beauty Holding LLC	14-Sep-2004	Registered	3256897	U.S.
SATIN STRANDS	Beauty Holding LLC	17-Apr-2008	Registered	3677392	U.S.
SAVAGE BRONZE	Beauty Holding LLC	07-Mar-2003	Registered	2806741	U.S.
SAVVY	Beauty Holding LLC	03-Jun-2003	Registered	3068960	U.S.
SAVVY	Beauty Holding LLC	14-Aug-2007	Registered	3494946	U.S.
SAVVY BLUSH TOUCH	Beauty Holding LLC	22-Aug-2007	Registered	3633668	U.S.
SAVVY GET BRONZED	Beauty Holding LLC	22-Aug-2007	Registered	3633669	U.S.
SAVVY INFINITY	Beauty Holding LLC	14-Aug-2007	Registered	3417888	U.S.
SCENTS OF WELLNESS	Beauty Holding LLC	12-Dec-1997	Registered	2478296	U.S.
SCENTS OF WELLNESS	Beauty Holding LLC	09-Aug-2002	Registered	3071665	U.S.
SHEER GLORY	Beauty Holding LLC	13-Sep-2004	Registered	3011362	U.S.
SILK ELEMENTS	Beauty Holding LLC	29-Aug-2002	Registered	2935496	U.S.
SILK ELEMENTS	Beauty Holding LLC	28-Nov-2007	Registered	3592501	U.S.
SILK ELEMENTS REVIVE & RESTORE	Beauty Holding LLC	20-May-2004	Registered	3174884	U.S.
SILKEN CHILD	Beauty Holding LLC	10-Jun-2004	Registered	3136681	U.S.
SILVERBACK	Beauty Holding LLC	10-Sep-2009	Pending	77823462	U.S.
SMOOTH ENUFF	Beauty Holding LLC	15-Jan-2009	Registered	3842388	U.S.
SMOOTH MIST	Beauty Holding LLC	05-May-2005	Registered	3245453	U.S.
SMOOTH POLISH	Beauty Holding LLC	17-Sep-2008	Registered	3716580	U.S.
SO GORGEOUS	Beauty Holding LLC	17-Aug-2007	Registered	3532023	U.S.
SPIKE IT	Beauty Holding LLC	01-Aug-2001	Registered	2885024	U.S.
SPLIT MENDER	Beauty Holding LLC	02-Oct-2002	Registered	2830863	U.S.
STIFF ENUFF	Beauty Holding LLC	19-Feb-2002	Registered	2663411	U.S.
STIFF HEAD	Beauty Holding LLC	20-Apr-1998	Registered	2362945	U.S.
STOW 'N GO	Beauty Holding LLC	26-May-2009	Pending	77744156	U.S.
STOW 'N GO	Beauty Holding LLC	13-Aug-2010	Pending	85107454	U.S.
STRAIGHT LACED	Beauty Holding LLC	30-Oct-2002	Registered	3112537	U.S.
STRAIGHT SHOT	Beauty Holding LLC	21-Feb-2007	Registered	3323578	U.S.
STRAIGHT SHOT	Beauty Holding LLC	29-Apr-2009	Registered	3819512	U.S.
STRICTLY PROFESSIONAL	Beauty Holding LLC	05-Jan-1996	Registered	2166212	U.S.
STRICTLY PROFESSIONAL	Beauty Holding LLC	12-Feb-2004	Registered	3159879	U.S.
STRIP SEARCH	Beauty Holding LLC	24-May-2000	Registered	2660222	U.S.
STYLE IT UP	Beauty Holding LLC	31-Dec-2003	Registered	3240784	U.S.
STYLE IT UP	Beauty Holding LLC	23-Aug-2010	Pending	85113695	U.S.
SUPER JUICIES SHEER	Beauty Holding LLC	22-Aug-2007	Registered	3494978	U.S.
SUPER JUICIES SHIMMER	Beauty Holding LLC	22-Aug-2007	Registered	3498093	U.S.
SURE-BOND	Beauty Holding LLC	24-Jul-1995	Registered	2088126	U.S.

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SURF WAX	Beauty Holding LLC	04-Dec-2001	Registered	2837203	U.S.
TAHITI WOOD	Beauty Holding LLC	10-Sep-2009	Pending	77823500	U.S.
TANWISE	Beauty Holding LLC	27-Aug-2004	Registered	3166170	U.S.
TERRIFIC TIPS	Beauty Holding LLC	04-Jan-1996	Registered	2013919	U.S.
THE BANG THING	Beauty Holding LLC	18-Feb-2008	Registered	3781723	U.S.
THICK ENUFF	Beauty Holding LLC	20-Aug-2008	Registered	3716507	U.S.
TOOL SCIENCE	Beauty Holding LLC	02-Aug-2006	Registered	3346277	U.S.
TOOL SCIENCE	Beauty Holding LLC	02-Aug-2006	Registered	3346276	U.S.
TOOL SCIENCE	Beauty Holding LLC	16-Jan-2007	Registered	3419321	U.S.
TOOL SCIENCE	Beauty Holding LLC	16-Jan-2007	Registered	3419320	U.S.
TOOL STRUCTURE	Beauty Holding LLC	09-May-2008	Registered	3775415	U.S.
TOOL STRUCTURE	Beauty Holding LLC	23-Dec-2009	Registered	3825067	U.S.
TOTAL IMPACT	Beauty Holding LLC	19-May-2008	Registered	3677502	U.S.
TRIPPED OUT	Beauty Holding LLC	17-Sep-2003	Registered	2958454	U.S.
TSC	Beauty Holding LLC	19-Feb-2008	Registered	3719268	U.S.
TURN UP THE HEAT	Beauty Holding LLC	08-Feb-2007	Registered	3390960	U.S.
VELVETEEN	Beauty Holding LLC	01-Jul-2003	Registered	2958195	U.S.
VENETIAN BLENDS	Beauty Holding LLC	17-Feb-2006	Registered	3353906	U.S.
WAX IT UP	Beauty Holding LLC	21-Feb-2008	Registered	3495875	U.S.
WAXED OUT	Beauty Holding LLC	25-Oct-2007	Registered	3562205	U.S.
WEST COAST BEAUTY SUPPLY	Beauty Holding LLC	03-Dec-2003	Registered	3163414	U.S.
WEST COAST BEAUTY SYSTEMS	Beauty Holding LLC	23-Feb-2006	Registered	3193418	U.S.
WET LOOK	Beauty Holding LLC	25-Jan-1982	Registered	1284849	U.S.
WET LOOK	Beauty Holding LLC	01-Mar-2007	Registered	3338819	U.S.
WET LOOK	Beauty Holding LLC	05-Feb-2008	Registered	3715999	U.S.
WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.	Beauty Holding LLC	20-Jan-2000	Registered	2425130	U.S.
WILDEST DREAMS	Beauty Holding LLC	21-Aug-1997	Registered	2322182	U.S.
ZERO TO SEXY	Beauty Holding LLC	23-Mar-2007	Registered	3667152	U.S.
BARNUM	Beauty Systems Group LLC	19-Jan-2000	Registered	2820578	U.S.
SALON RESOURCE	Beauty Systems Group LLC	10-Oct-1997	Registered	2382089	U.S.
VICTORY	Beauty Systems Group LLC	19-Jan-2000	Registered	2763114	U.S.
BAILEY'S	Beauty Systems Group, Inc.	20-Apr-1987	Registered	1479121	U.S.
AROMA AESTHETICS	Innovations - Successful Salon Services	03-Oct-2000	Registered	2929115	U.S.
COSMOPROF	Innovations - Successful Salon Services	06-Nov-1995	Registered	2025319	U.S.

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COSMOPROF	Innovations - Successful Salon Services	06-Nov-1995	Registered	2043011	U.S.
COSMOPROF	Innovations - Successful Salon Services	24-Jul-2008	Registered	3678570	U.S.
COSMOPROF	Innovations - Successful Salon Services	24-Jul-2008	Registered	3678571	U.S.

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