

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
GE Business Financial Services, Inc.		12/31/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Beauty Holdings LLC
<b>Street Address:</b>	3001 Colorado Blvd.
<b>City:</b>	Denton
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	76210
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 37**

Property Type	Number	Word Mark
Registration Number:	3419661	BEE KISSED
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	3419030	HOT N SILKY
Registration Number:	3512597	NATURAL IONIC ENERGY
Registration Number:	3512613	NATURAL IONIC ENERGY
Registration Number:	3512598	NATURAL IONIC ENERGY
Registration Number:	3432964	FIRST MAIDEN
Registration Number:	3432963	COLORESSE
Registration Number:	3529010	ION
Registration Number:	3410256	INTENSIVE SHINE
Registration Number:	3495875	WAX IT UP
Registration Number:	3498953	EVOLVE
Registration Number:	3511017	INTENSE COLOR COMPLEX
Registration Number:	3547836	DESIGNING SILK

**TRADEMARK**

**900180553**

**REEL: 004447 FRAME: 0554**

**CH \$940.00 3419661**

Registration Number:	3498093	SUPER JUICIES SHIMMER
Registration Number:	3494978	SUPER JUICIES SHEER
Registration Number:	3494973	CRYSTAL D'ORO
Registration Number:	3448282	PUMP UP THE COLOR
Registration Number:	3544553	DL
Registration Number:	3532023	SO GORGEOUS
Registration Number:	3417888	SAVVY INFINITY
Registration Number:	3494946	SAVVY
Registration Number:	3502761	REAL SMOOTH
Registration Number:	3378441	PLUGGED IN
Registration Number:	3362209	PLUGGED IN
Registration Number:	3502711	FAVE FOTO
Registration Number:	3502684	FLAWLESS TOUCH
Registration Number:	3485915	BEYOND BELIEF
Registration Number:	3485764	HEATMASTER
Registration Number:	3554727	FEMME COUTURE
Registration Number:	3468816	POWER IQ
Registration Number:	3419418	BEE KISSED
Registration Number:	3544202	SNAP 'N GO
Registration Number:	3419321	TOOL SCIENCE
Registration Number:	3419320	TOOL SCIENCE
Registration Number:	3468666	MINERAL EFFECTS
Registration Number:	3401828	NATURAL 7 OIL

**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:	633341-4
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/

Date:

01/05/2011

**Total Attachments: 5**

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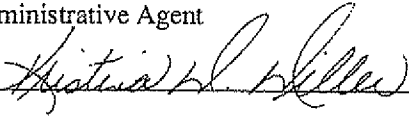
RELEASE OF SECURITY  
INTEREST IN TRADEMARK

KNOW ALL MEN BY THESE PRESENTS, that GE BUSINESS FINANCIAL SERVICES, INC., successor by merger to Merrill Lynch Capital, a division of Merrill Lynch Business Financial Services Inc., in its capacity as Administrative Agent and Collateral Agent ("Secured Party"), DOES HEREBY CERTIFY that the security interest it holds in certain trademarks of BEAUTY HOLDING LLC, a Delaware limited liability company ("Debtor"), having a place of business at 3001 Colorado Boulevard, Denton, TX 76210, pursuant to the Supplement and Amendment to Trademark Security Agreement, dated as of August 26, 2009, recorded in the United States Patent and Trademark Office on September 16, 2009 at Reel 4063 Frame 0886 (as heretofore amended, modified or supplemented, the "Trademark Security Agreement"), which trademarks are more fully identified on Schedule A annexed hereto and made a part hereof, are released and discharged. In connection therewith, the Secured Party (i) relinquishes its security interest in the foregoing property, (2) reassigns to the Debtor all right title, and interest that it may have had in the foregoing property, including the goodwill associated therewith, any and all applications or registrations therefor, and the right to sue for past, present and future infringements, and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits, and (3) acknowledges and agrees that any right, title or interest of Secured Party in the intellectual property of the Debtor including the trademarks listed on Schedule A, does hereby cease and become void.

[SIGNATURE PAGE ON NEXT PAGE]

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in trademarks and trademark applications to be executed by its duly authorized corporate officer this 31 day of December 2010.

**GE BUSINESS FINANCIAL SERVICES, INC.**, successor by merger to Merrill Lynch Capital, a division of Merrill Lynch Business Financial Services Inc., in its capacity as Collateral Agent and Administrative Agent

By:  \_\_\_\_\_

Title: Duly Authorized Signatory

**SCHEDULE A**

**TRADEMARKS AND TRADENAMES**

[See attached]

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
BEE KISSED	3419661	04/29/2008
DESIGN LENGTHS	3477197	07/29/2008
EVOLVE	3498953	09/09/2008
HOT N SILKY	3419030	04/29/2008
NATURAL 7 OIL	3401828	03/25/2008
NATURAL IONIC ENERGY	3512597	10/07/2008
NATURAL IONIC ENERGY	3512613	10/07/2008
NATURAL IONIC ENERGY	3512598	10/07/2008
FIRST MAIDEN	3432964	05/20/2008
COLORESSE	3432963	05/20/2008
ION	3529010	11/04/2008
INTENSIVE SHINE	3410256	04/08/2008
WAX IT UP	3495875	09/02/2008
EVOLVE	3498953	09/09/2008
INTENSE COLOR COMPLEX	3511017	10/07/2008
DESIGNING SILK	3547836	12/16/2008
SUPER JUICES SHIMMER	3498093	09/09/2008
SUPER JUICES SHEER	3494978	09/02/2008
CRYSTAL D'ORO	3494973	09/02/2008
PUMP UP THE COLOR	3448282	06/17/2008
DL	3544553	12/09/2008
SO GORGEOUS	3532023	11/11/2008
SAVVY INFINITY	3417888	04/29/2008
SAVVY	3494946	09/02/2008
REAL SMOOTH	3502761	09/16/2008
PLUGGED IN	3378441	02/05/2008
PLUGGED IN	3362209	01/01/2008
FAVE FOTO	3502711	09/16/2008
FLAWLESS TOUCH	3502684	09/16/2008
BEYOND BELIEF	3485915	08/12/2008
HEATMASTER	3485764	08/12/2008
FEMME COUTURE	3554727	12/30/2008
POWER IQ	3468816	07/15/2008
BEE KISSED	3419418	04/29/2008
SNAP 'N GO	3544202	12/09/2008
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