

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
Sexy Hair LLC		04/25/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Bank of Montreal, as Collateral Agent
Street Address:	115 S. LaSalle Street, 12 West
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	national banking association: UNITED STATES

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	2634449	AERO TAN
Registration Number:	3539680	BIGSEXYHAIR
Registration Number:	3457615	COLOR ME SEXY
Registration Number:	3877127	CONTROL MANIAC
Registration Number:	3658966	COOL FACTOR
Registration Number:	2530633	CURL POWER
Serial Number:	85004844	DOUBLE DUTY
Registration Number:	1866675	ECOLY
Registration Number:	3873608	FRENZY
Registration Number:	3643072	HARD UP
Registration Number:	3247540	HEALTHY SEXY
Serial Number:	85058244	HEALTHYSEXYHAIR REINVENT
Registration Number:	3303839	HOT ROD
Registration Number:	2553996	HOT SEXY HIGHLIGHTS

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Registration Number:	3036101	LIQUID ART
Serial Number:	85008599	PIECE OUT
Registration Number:	3901605	POWDER PLAY
Registration Number:	3758872	ROCKED OUT
Registration Number:	3643069	ROOT PUMP
Registration Number:	2636664	SEXYMBOL
Registration Number:	3927766	SEXY
Registration Number:	3478939	SEXY
Registration Number:	3441169	SEXY BLONDES
Registration Number:	2403396	SEXY HAIR
Registration Number:	3729749	SEXYHAIRORGANICS
Registration Number:	3247541	SHORT SEXY
Registration Number:	3750655	SMOOTH & PROTECT
Registration Number:	3865249	SOY RENEWAL
Registration Number:	3372755	SPRAY & PLAY
Registration Number:	3750645	SPRAY & STAY
Registration Number:	3371913	STRONGSEXYHAIR
Serial Number:	85175294	STRUCTURE IN MOTION
Registration Number:	3120069	TRIBES OF STYLE
Registration Number:	3877126	WHAT A TEASE

CORRESPONDENCE DATA

Fax Number: (312)863-7865
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-201-3865
Email: sharon.patterson@goldbergkohn.com
Correspondent Name: Sharon Patterson, Paralegal
Address Line 1: c/o Goldberg Kohn Ltd., 55 E. Monroe St.
Address Line 2: Ste 3300
Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	3630.074
NAME OF SUBMITTER:	Sharon Patterson
Signature:	/sharon patterson/
Date:	04/27/2011

Total Attachments: 5
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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office


Ladies and Gentlemen:

Please be advised that pursuant to the Security Agreement, dated as of April 25, 2011 (the "Security Agreement"), by and among the Grantors party thereto (each a "Grantor" and collectively, the "Grantors") and Bank of Montreal, as Collateral Agent (the "Collateral Agent") for the holders of the Secured Obligations referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications set forth on Schedule 1 attached hereto to the Collateral Agent for the ratable benefit of the holders of the Secured Obligations.

The Grantors and the Collateral Agent, on behalf of the holders of the Secured Obligations, hereby acknowledge and agree that the security interest in the trademarks and trademark applications set forth on Schedule I attached hereto (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

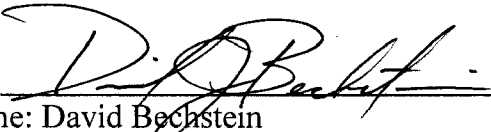
SEXY HAIR LLC, a Delaware limited liability
company

By: 
Name: E. Brian Krumrei
Title: President

Grantor's Address: 21551 Prairie Street
Chatsworth, California 91311

Acknowledged and Accepted:

BANK OF MONTREAL, as Collateral Agent

By: 
Name: David Bechstein
Title: Vice President

Schedule I

Mark	Appln.Reg. No.
AERO TAN	2,634,449
BIGSEXYHAIR	3,539,680
COLOR ME SEXY	3,457,615
CONTROL MANIAC	3,877,127
COOL FACTOR	3,658,966
CURL POWER	2,530,633
DOUBLE DUTY	85/004,844
ECOLY (Stylized)	1,866,675
FRENZY	3,873,608
HARD UP	3,643,072
HEALTHY SEXY	3,247,540
HEALTHYSEXYHAIR REINVENT	85/058,244
HOT ROD	3,303,839
HOT SEXY HIGHLIGHTS	2,553,996
LIQUID ART	3,036,101
PIECE OUT	85/008,599
POWDER PLAY	3,901,605
ROCKED OUT	3,758,872
ROOT PUMP	3,643,069
SEXSYMBOL	2,636,664
SEXY	3,927,766
SEXY and Design (Red Star)	3,478,939
SEXY BLONDES	3,441,169
SEXY HAIR	2,403,396
SEXYHAIRORGANICS	3,729,749
SHORT SEXY	3,247,541
SMOOTH & PROTECT	3,750,655
SOY RENEWAL	3,865,249
SPRAY & PLAY	3,372,755
SPRAY & STAY	3,750,645
STRONGSEXYHAIR	3,371,913
STRUCTURE IN MOTION	85/175,294
TRIBES OF STYLE	3,120,069

Mark	Appl.Reg. No.
WHAT A TEASE	3,877,126

Notice of Grant of Security Interest in Trademarks

RECORDED: 04/27/2011

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