

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest in Intellectual Property Collateral for Reel/Frame Nos. 3367/0194, 3985/0283 and 3985/0331

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Prudential Insurance Company of America, as Collateral Agent		06/15/2011	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Gene Juarez Salons LLC
Street Address:	3326 160th Avenue SE
Internal Address:	Suite 400
City:	Bellevue
State/Country:	WASHINGTON
Postal Code:	98008
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	Gene Juarez Beauty Schools LLC
Street Address:	3326 160th Avenue SE
Internal Address:	Suite 400
City:	Bellevue
State/Country:	WASHINGTON
Postal Code:	98008
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1600221	BESO DE COLOR
Registration Number:	3155759	GENE JUAREZ ADVANCED TRAINING SALON
Registration Number:	3155761	GENE JUAREZ SALON
Registration Number:	3087115	GJ
Registration Number:	3155762	GENE JUAREZ SALONS & SPAS

900194659

**TRADEMARK
 REEL: 004563 FRAME: 0854**

CH \$215.00 1600221

Registration Number:	3087116	GJ
Registration Number:	3128507	GENE JUAREZ ACADEMY
Serial Number:	76643391	COUTURE CUT

CORRESPONDENCE DATA

Fax Number: (312)993-9767
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-993-2622
Email: gayle.grocke@lw.com
Correspondent Name: Gayle D. Grocke c/o Latham & Watkins LLP
Address Line 1: 233 S. Wacker Drive
Address Line 2: Suite 5800
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	043126-0006
NAME OF SUBMITTER:	Gayle D. Grocke
Signature:	/gdg/
Date:	06/16/2011

Total Attachments: 6
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**RELEASE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY COLLATERAL**

This **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL** (this "**Release**"), dated as of June 15, 2011, is made by **THE PRUDENTIAL INSURANCE COMPANY OF AMERICA**, as Collateral Agent (the "**Collateral Agent**"), under the Note Agreement referred to below (terms used in this Release and not herein defined shall have the meanings set forth in the Note Agreement).

WHEREAS, reference is made to (a) that certain Amended and Restated Note Purchase and Revolving Credit Agreement, dated as of December 6, 2008 (as amended, restated, supplemented or otherwise modified from time to time, the "**Note Agreement**"), by and among **GENE JUAREZ SALONS LLC**, a Delaware limited liability company (the "**Company**"), **GENE JUAREZ BEAUTY SCHOOLS LLC**, a Delaware limited liability company ("**GJ Beauty Schools**"), and **GJS HOLDINGS LLC**, a Delaware limited liability company ("**Holdings**"), the Collateral Agent and the Purchasers named therein, and (b) that certain Amended and Restated Security Agreement, dated as of as of December 6, 2008 (as amended, restated, supplemented or otherwise modified from time to time, the "**Security Agreement**"), made by the Company, GJ Beauty Schools, Holdings and Gene Juarez Salons Gift Cards, LLC, a Washington limited liability company ("**GJ Gift Cards**"; and together with the Company, GJ Beauty Schools and Holdings, each a "**Grantor**", and collectively, the "**Grantors**") in favor of the Collateral Agent, which amended and restated that certain Security Agreement, dated as of July 8, 2008, made by the Company and Holdings in favor of the Collateral Agent.

WHEREAS, in connection with the Note Agreement and the Security Agreement, each of the Grantors granted under the Security Agreement a security interest in, and lien upon, certain intellectual property owned by the Grantors, including the trademarks and trademark applications listed on Annex I attached hereto (collectively, the "**Intellectual Property Collateral**"), in favor of the Collateral Agent.

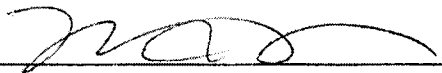

WHEREAS, in connection with the grant of security interest by the Grantors over the Intellectual Property Collateral (described above), the Collateral Agent filed certain Notices of Security Interest in Intellectual Property (collectively, the "**Notices of IP Security Interest**") with the U.S. Patent and Trademark Office on the date, at the reel and frame numbers, and covering such properties, as set forth on Annex I hereto.

NOW THEREFORE, the Collateral Agent hereby **RELEASES**, without representation, recourse or warranty whatsoever, its security interest in, and lien upon, the Intellectual Property Collateral granted in favor of the Collateral Agent pursuant to the Security Agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, the Collateral Agent has executed this Release as of the date first above written.

**THE PRUDENTIAL INSURANCE COMPANY OF
AMERICA, as Collateral Agent**

By:  
Name: _____
Title: Vice President

[SIGNATURE PAGE TO RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL]

**TRADEMARK
REEL: 004563 FRAME: 0857**

ANNEX I

Notice of Grant of Security Interest in Intellectual Property, dated as of July 7, 2006, made by Gene Juarez Salons LLC in favor of The Prudential Insurance Company of America, as Collateral Agent on behalf and for the benefit of the Secured Parties, recorded with the U.S. Patent and Trademark Office on August 10, 2006 at Reel/Frame No. 3367/0194, covering the following trademark properties:

U.S. Trademark Registration/Application	
Registration/Application No.	Trademark
BESO DE COLOR	1600221
GENE JUAREZ ADVANCED TRAINING SALON	3155759
GENE JUAREZ SALON	3155761
GJ	3087115
GENE JUAREZ SALONS & SPAS	3155762
GJ	3087116
COUTURE CUT	76643391

ANNEX I

Notice of Grant of Security Interest in Intellectual Property, dated as of July 7, 2006, made by Gene Juarez Beauty Schools, LLC (formerly known as "Gene Juarez Salons LLC") in favor of The Prudential Insurance Company of America, as Collateral Agent on behalf and for the benefit of the Secured Parties, recorded with the U.S. Patent and Trademark Office on August 10, 2006 at Reel/Frame No. 3367/0194, covering the following trademark property:

U.S. Trademark Registration/Application	
Registration/Application No.	Trademark
GENE JUAREZ ACADEMY	3128507

ANNEX I

Notice of Grant of Security Interest in Intellectual Property, dated as of December 6, 2008, made by Gene Juarez Salons LLC in favor of The Prudential Insurance Company of America, as Collateral Agent, recorded with the U.S. Patent and Trademark Office on May 11, 2009 at Reel/Frame No. 3985/0283, covering the following trademark properties:

U.S. Trademark Registration/Application	
Registration/Application No.	Trademark
BESO DE COLOR	1600221
GENE JUAREZ ADVANCED TRAINING SALON	3155759
GENE JUAREZ SALON	3155761
GJ	3087115
GENE JUAREZ SALONS & SPAS	3155762
GJ	3087116

ANNEX I

Notice of Grant of Security Interest in Intellectual Property, dated as of December 6, 2008, made by Gene Juarez Beauty Schools, LLC in favor of The Prudential Insurance Company of America, as Collateral Agent, recorded with the U.S. Patent and Trademark Office on May 11, 2009 at Reel/Frame No. 3985/0331, covering the following trademark property:

U.S. Trademark Registration/Application	
Registration/Application No.	Trademark
GENE JUAREZ ACADEMY	3128507