

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------|---------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Salon Lofts, LLC | | 02/15/2012 | LIMITED LIABILITY COMPANY: OHIO |
| RECEIVING PARTY DATA | | | |
| Name: | Salon Lofts Group, LLC | | |
| Street Address: | 100 South 4th Street | | |
| Internal Address: | Suite 100 | | |
| City: | Columbus | | |
| State/Country: | OHIO | | |
| Postal Code: | 43215 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3263267 | SALON LOFTS | |
| Registration Number: | 3632468 | SL | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (404)835-9450 | | |
| Phone: | 404-835-9508 | | |
| Email: | cwalsh@lwglaw.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Larry Ledbetter | | |
| Address Line 1: | 1175 Peachtree St | | |
| Address Line 2: | 100 Colony Square, Ste 1100 | | |
| Address Line 4: | Atlanta, GEORGIA 30361 | | |
| ATTORNEY DOCKET NUMBER: | SLG 1180.001 | | |
| NAME OF SUBMITTER: | Larry D. Ledbetter | | |

OP \$65.00 3263267

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|--|----------------------|
| Signature: | /Larry D. Ledbetter/ |
| Date: | 03/06/2012 |
| Total Attachments: 6 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif source=Assignment#page6.tif | |

ASSIGNMENT OF INTELLECTUAL PROPERTY

1. *Sale and Transfer of Assets.* For good and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, and as contemplated by Section 2.8(a)(iii) of that certain Asset Purchase Agreement dated as of August 16, 2011 (“Purchase Agreement”), to which the parties executing this Assignment of Intellectual Property as transferors (the “Transferors”), and Salon Lofts Group, LLC, a Delaware limited liability company (the “Buyer”), are parties, each Transferor hereby transfers, assigns, conveys, grants, and delivers to Buyer all of such Transferor’s right, title, and interest in and to (i) all of the Intellectual Property Assets required to be assigned by him or it pursuant to the Purchase Agreement including the Marks set forth on Exhibit “A” attached hereto and the Net Names set forth on Exhibit “B” attached hereto (the “Assigned Assets”) and (ii) the goodwill of the business symbolized by trademarks, service marks, trade dress, trade names, and domain names among the Assigned Assets, including, without limitation, the Marks set forth on Exhibit “A” attached hereto and the Net Names set forth on Exhibit “B” attached hereto.
2. *Further Actions.* Each Transferor covenants and agrees to warrant and defend the transfer, assignment, conveyance, grant, and delivery of the Assigned Assets hereunder made by him or it against all persons whomsoever, and to execute such additional documents and to take all additional steps, if any, reasonably necessary to assist Buyer in the recordation or perfection of this assignment, including but not limited to (i) executing and transmitting necessary registrant name change agreements to, and/or to correspond with, the registering entities set forth on Exhibit “B” with respect to the Net Names and (ii) executing and transmitting trademark assignments in forms appropriate for recordation with the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office to establish the record of Buyer’s title to the Assigned Assets and, at the reasonable request of Buyer, to execute and deliver further instruments of transfer and assignment and take such other action as Buyer may reasonably request to more effectively transfer and assign to and vest in Buyer each of the Assigned Assets.
3. *Terms of the Purchase Agreement.* The terms of the Purchase Agreement, including but not limited to the parties’ representations, warranties, covenants, agreements, and indemnities relating to the Assigned Assets are incorporated hereby by this reference. The parties acknowledge and agree that the representations, warranties, covenants, agreements, and indemnities contained in the Purchase Agreement with respect to Intellectual Property Assets shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.
4. *Defined Terms.* Capitalized terms used but not defined herein shall have the meanings assigned in the Purchase Agreement.

[Signatures on following two pages.]

IN WITNESS WHEREOF, Transferors and Buyer have executed this Assignment
Intellectual Property as of February 15, 2012.

BUYER:

Salon Lofts Group, LLC

By: [Signature]

Title: MANAGER

TRANSFERORS:

Salon Lofts, LLC

By: _____

Title: _____

South St. Petersburg SL, LLC

By: _____

Title: _____

Northwood Plaza SL, LLC

By: _____

Title: _____

Southdale Commons SL, LLC

By: _____

Title: _____

Fields Ertel SL, LLC

By: _____

Title: _____

Salon Lofts East Main Street, LLC

By: _____

Title: _____

Westerville SL, LLC

By: _____

Title: _____

M5000, LLC

By: _____

Title: _____

IN WITNESS WHEREOF, Transferors and Buyer have executed this Assignment Intellectual Property as of Feb. 15, 2012.

BUYER:

Salon Lofts Group, LLC

By: _____

Title: _____

TRANSFERORS:

Salon Lofts, LLC

By: _____

Title: Manager

South St. Petersburg SL, LLC

By: _____

Title: Manager of Salon Lofts, LLC,
Manager of South St. Petersburg

Northwood Plaza SL, LLC

By: _____

Title: Manager of Salon Lofts, LLC,
Manager of Northwood Plaza S

Southdale Commons SL, LLC

By: _____

Title: Manager of Salon Lofts, LLC
as Manager of Southdale Comm

Fields Ertel SL, LLC

By: _____

Title: Manager of Salon Lofts, LL
Manager of Fields Ertel SL, LLC

Salon Lofts East Main Street, LLC

By: _____

Title: Manager

Westerville SL, LLC

By: _____

Title: Manager of Salon Lofts, LL
Manager of Westerville SL, LL

M5000, LLC

By: _____

Title: Sole manager

MatchStylist, LLC
By: _____
Title: Sole Member

Stoneridge SL, LLC
By: _____
Title: Manager of Salon Lofts, LLC
as Manager of Stoneridge SL,
Schoolhouse SL, LLC
By: _____
Title: Member and Authorized O

Perimeter Center SL, LLC
By: _____
Title: Member and Authorized

Daniel Sadd

Exhibit "A"

Marks

1. The U.S. Patent and Trademark Office registered the Salon Lofts Mark on July 10 under Registration Number 3,263,267.
2. The U.S. Patent and Trademark Office has registered the Orange Hockey Puck Logo on February 2, 2009 under Registration Number 3,632,468.
3. The Canadian Trademarks Office registered the Salon Lofts Mark on May 20, 2011 under Registration Number TMA798,120.
4. The Canadian Trademarks Office registered the Salon Lofts Orange Hockey Puck Logo on May 20, 2011 under Registration Number TMA789,119.

Exhibit "B"

Net Names

1. Salonlofts.com was created on January 2, 2003 is owned by Salon Lofts, LLC and privately registered with Melbourne IT. Registration for salonlofts.com expires on March 2017.
2. Salonlofts.net was created on January 2, 2004, is owned by Salon Lofts, LLC and is privately registered with Domain Bank. Registration for salonlofts.net expires on January 2, 2014.
3. Matchstylist.com was created on February 7, 2005, is owned by Salon Lofts, LLC and privately registered with Register.com. Registration for Matchstylist.com expires February 7, 2016.
4. Salonloftscorp.com was created on July 11, 2007, is owned by Salon Lofts, LLC, and privately registered with Domainsite. Registration for salonloftscorp.com expires on July 2016.
5. Salonloftsync.com was created on July 11, 2007, is owned by Salon Lofts, LLC, and privately registered with Domainsite. Registration for salonloftsync.com expires on July 2016.
6. Hairdating.com was created on June 18, 2010, is owned by Salon Lofts, LLC, and privately registered with Domainsite. Registration for hairdating.com expires on June 1 2012.
7. Individualizeme.com was created on August 20, 2008, is owned by Salon Lofts, LLC, and registered with GoDaddy.com, Inc. Registration for individualizeme.com expires on August 20, 2018.
8. Individuallution.com was created on August 20, 2008, is owned by Salon Lofts, LLC, and registered with GoDaddy.com, Inc. Registration for individuallution.com expires on August 20, 2018.
9. Freeagentsalon.com was created on December 2, 2010, is owned by Salon Lofts, LLC, and registered with GoDaddy.com, Inc. Registration for free agentsalon.com expires December 2, 2011.
10. Salonloftsfranchise.com was created on April 30, 2010, is owned by Salon Lofts, LLC and registered with GoDaddy.com, Inc. Registration for salonloftsfranchise.com expires on April 30, 2012.
11. Slinvestorprogram.com was created on June 9, 2010, is owned by Salon Lofts, LLC and registered with GoDaddy.com, Inc. Registration for slinvestorprogram.com expires on June 9, 2012.
12. Openchair.com was created on May 16, 2006, is owned by Salon Lofts, LLC, and registered with TheWebSitePeople. Registration for openchair.com expires on May 2012.

TRADEMARK