

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	REAFFIRMATION OF LOAN DOCUMENTS

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
High Ridge Brands, Co.		07/12/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	PNC Bank, National Association
Street Address:	1900 East Ninth Street
City:	Cleveland
State/Country:	OHIO
Postal Code:	44114
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	0645526	ADORN
Registration Number:	3101105	COLOR NOURISH
Serial Number:	85861711	DAILY HAIR RECOVERY
Registration Number:	1269557	MINK DIFFERENCE
Registration Number:	0884762	THE DRY LOOK
Registration Number:	0416405	TONI
Registration Number:	3593822	TONI
Serial Number:	85581292	VO5 SALON SERIES
Registration Number:	0551925	WHITE RAIN
Registration Number:	0770080	WHITE RAIN
Registration Number:	1428955	WHITE RAIN
Registration Number:	1771001	WHITE RAIN
Registration Number:	2913140	WHITE RAIN
Serial Number:	85660364	WHITE RAIN

CH \$490.00 0645526

Serial Number:	85116857	WHITE RAIN SENSATIONS
Registration Number:	0586227	ZEST
Serial Number:	85497689	ZEST FOR MEN
Serial Number:	85343527	ZEST NATURA
Serial Number:	85236480	ZESTFULLY CLEAN

CORRESPONDENCE DATA

Fax Number: 2165790212
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: (216) 586-7325
Email: dpuljic@jonesday.com
Correspondent Name: Jessica L. Wiedemann / JONES DAY
Address Line 1: 901 Lakeside Avenue
Address Line 2: North Point
Address Line 4: Cleveland, OHIO 44114

ATTORNEY DOCKET NUMBER:	879047-620014
NAME OF SUBMITTER:	Jessica L. Wiedemann
Signature:	/Jessica L. Wiedemann/
Date:	07/16/2013

Total Attachments: 17
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REAFFIRMATION OF LOAN DOCUMENTS

July 12, 2013

Reference is made to the Amended and Restated Credit Agreement, dated as of the date hereof (as hereafter amended, restated, amended and restated, modified or supplemented from time to time, the "Amended and Restated Credit Agreement"), among High Ridge Brands Co., a Delaware corporation, as a borrower (the "Borrower"), High Ridge Brands Holdings, LLC ("Parent"), the lenders from time to time party hereto (the "Lenders"), and PNC Bank, National Association, in its capacity as administrative agent for the Lenders under the Amended and Restated Credit Agreement (the "Administrative Agent"). All capitalized terms used but not defined in this document shall have the meaning ascribed to such terms in the Amended and Restated Credit Agreement.

1. Reaffirmation. To induce Administrative Agent and Lenders to enter into the Amended and Restated Credit Agreement, each of the undersigned hereby acknowledges and reaffirms its obligations under each Loan Document to which it is a party (including, without limitation, the Loan Documents identified on Schedule 1 attached hereto including all exhibits and schedules thereto unless such exhibit or schedule is amended in connection with Section 3 hereto and attached as an Annex hereto), including, without limitation, any grant of security interest contained therein, in each case as amended, supplemented or modified as of the date hereof (collectively, the "Reaffirmed Documents").

2. Representations and Warranties. To induce Administrative Agent and Lenders to enter into the Amended and Restated Credit Agreement, each of the undersigned represents and warrants to Administrative Agent and Lenders that the execution, delivery and performance of this Reaffirmation of Loan Documents (this "Reaffirmation") has been duly authorized by all requisite corporate or company action on the part of each of the undersigned, this Reaffirmation has been duly executed and delivered by each of the undersigned and this Reaffirmation constitutes a legal, valid and binding agreement of each of the undersigned, enforceable against each of the undersigned in accordance with its terms, except as the enforceability thereof may be limited by bankruptcy, insolvency, reorganization, moratorium or other similar laws relating to the enforcement of creditors' rights generally and by general equitable principles.

3. Amended Schedules. The Borrower and the Administrative Agent agree that (i) Schedule A to the Security Agreement is hereby replaced in its entirety by the corresponding Schedule A attached hereto as Annex I, (ii) Schedule A to the Patent, Trademark and Copyright Security Agreement is hereby replaced in its entirety by the corresponding Schedule A attached hereto as Annex II.

4. References. Each of the undersigned agrees that the Reaffirmed Documents to which it is a party shall remain in full force and effect following the execution and delivery of the Amended and Restated Credit Agreement and that all references in any of the Reaffirmed Documents to the "Credit Agreement" shall be deemed to refer to the Amended and Restated Credit Agreement.

5. Scope. Except as set forth in the immediately preceding paragraph, and except as otherwise expressly amended on the date hereof, each of the Reaffirmed Documents shall remain in full force and effect.

6. Governing Law. THIS REAFFIRMATION SHALL BE GOVERNED BY AND CONSTRUED AND ENFORCED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAWS (OTHER THAN SECTION 5-1401 OF THE NEW YORK GENERAL OBLIGATIONS LAW).

7. WAIVER OF JURY TRIAL. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, EACH OF THE PARTIES HERETO HEREBY IRREVOCABLY WAIVES ALL RIGHTS TO A TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM ARISING

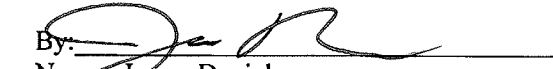
OUT OF OR RELATING TO THIS REAFFIRMATION, THE OTHER LOAN DOCUMENTS OR THE TRANSACTIONS CONTEMPLATED HEREBY OR THEREBY.

8. Counterparts. This Reaffirmation may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, when taken together, shall constitute but one and the same Reaffirmation. Receipt by facsimile or other electronic transmission (including “.pdf”) of any executed signature page to this Reaffirmation shall constitute delivery of such signature page.

[signature page follows]

This Reaffirmation is dated as of the date first set forth above.

HIGH RIDGE BRANDS CO.

By: 
Name: James Daniels
Title: President and Chief Executive Officer

HIGH RIDGE BRANDS HOLDINGS, LLC

By: _____
Name: Ian B. MacTaggart
Title: Manager

Acknowledged and agreed to as of
the date hereof:

PNC BANK, NATIONAL ASSOCIATION, as
Administrative Agent

By _____
Name: Jeremy Henrich
Title: Vice President

This Reaffirmation is dated as of the date first set forth above.

HIGH RIDGE BRANDS CO.

By: _____
Name: James Daniels
Title: President and Chief Executive Officer

HIGH RIDGE BRANDS HOLDINGS, LLC

By: _____
Name: Ian B. MacTaggart
Title: Manager

Acknowledged and agreed to as of
the date hereof:

PNC BANK, NATIONAL ASSOCIATION, as
Administrative Agent

By _____
Name _____
Title _____

This Reaffirmation is dated as of the date first set forth above.

HIGH RIDGE BRANDS CO.


By: _____
Name: James Daniels
Title: President and Chief Executive Officer

HIGH RIDGE BRANDS HOLDINGS, LLC

By: _____
Name: Ian B. MacTaggart
Title: Manager

Acknowledged and agreed to as of
the date hereof:

PNC BANK, NATIONAL ASSOCIATION, as
Administrative Agent

By: 
Name: Jeremy Henrich
Title: Vice President

Schedule 1

Reaffirmed Documents

1. Continuing Agreement of Guaranty and Suretyship, dated as of December 9, 2011, by Parent, in favor of the Administrative Agent;
2. Pledge Agreement, dated as of December 9, 2011, by and among the Borrower and Parent, in favor of the Administrative Agent;
3. Security Agreement, dated as of December 9, 2011, by and among the Borrower, Parent and the Administrative Agent (the "Security Agreement").
4. Patent, Trademark and Copyright Security Agreement, dated as of December 9, 2011, by and between the Borrower and the Administrative Agent (the "Patent, Trademark and Copyright Security Agreement");
5. Letter Agreement, dated as of November 23, 2011, by Borrower and acknowledged by C.H. Robinson Company, Inc. and Administrative Agent regarding Security Interest of Administrative Agent in Assets of High Ridge Brands Co.
6. Letter Agreement, dated as of November 23, 2011, by Borrower and acknowledged by VVF Kansas Services, LLC and Administrative Agent regarding Security Interest of Administrative Agent in Assets of High Ridge Brands Co.
7. Collateral Assignment of Documents, dated as of March 31, 2012, by and between Borrower and Administrative Agent.

Annex I

**SCHEDULE A
TO
SECURITY AGREEMENT**

SECURITY INTEREST DATA SUMMARY

A. HIGH RIDGE BRANDS CO.

1. The chief executive office of High Ridge Brands Co. ("Debtor") is located at: 5 High Ridge Park, Suite 100, Stamford, CT 06905.
2. Debtor's true and full name is High Ridge Brands Co. Each Debtor uses no trade names or fictitious names.
3. Debtor's form of organization is as follows: Corporation
4. Debtor's state of organization is as follows: Delaware
5. Debtor's Employer Identification Number is as follows: 27-4025871
6. Debtor's organization ID # is (if any exists) is as follows: 4625951
7. All of Debtor's personal property which has not been delivered to the Agent pursuant to the terms of this Agreement or the Credit Agreement is now, and will be at all future times, located at Debtor's chief executive office as described in Paragraph 1 above, except as specified below:

<u>Name of City or Location</u>	<u>Mailing Address</u>
Columbus	ODW Logistics, Inc. 1580 Williams Rd. Columbus, OH 43207
Kansas City	VVF Kansas Service, LLC 1705 Kansas Avenue Kansas City, KS 66105
Bolingbrook	Dynamic 3PL (temporary location until 8/31/13) 265 Marquette Dr. Bolingbrook, IL 60440

8. All of Debtor's books and records, including those relating to accounts payable and accounts receivable, are kept at Debtor's chief executive office as described in Paragraph 1 above.

B. HIGH RIDGE BRANDS HOLDINGS, LLC

1. The chief executive office of High Ridge Brands Holdings, LLC ("Debtor") is located at c/o Brynwood Partners, 8 Sound Shore Drive, Suite 265, Greenwich, CT 06830.
2. Debtor's true and full name is as follows: High Ridge Brands Holdings, LLC. Each Debtor uses no trade names or fictitious names.
3. Debtor's form of organization is as follows: Limited liability company
4. Debtor's state of organization is as follows: Delaware
5. Debtor's Employer Identification Number is as follows: 45-1225590
6. Debtor's organization ID # is (if any exists) is as follows: 4898895
7. All of Debtor's personal property which has not been delivered to the Agent pursuant to the terms of this Agreement or the Credit Agreement is now, and will be at all future times, located at Debtor's chief executive office as described in Paragraph 1 above.
8. All of Debtor's books and records, including those relating to accounts payable and accounts receivable, are kept at Debtor's chief executive office as described in Paragraph 1 above.

Annex II

**SCHEDULE A
TO
PATENT, TRADEMARK AND COPYRIGHT SECURITY AGREEMENT**

**LIST OF REGISTERED PATENTS, TRADEMARKS,
TRADE NAMES AND COPYRIGHTS**

Trademarks

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
Antigua & Barbuda	RAVE		9/14/1978	2194	9/14/1992	Registered
Argentina	RAVE	2549878	10/26/2004	2134900	12/28/2006	Registered
Aruba	COAST	88092917	9/29/1988	13367	7/14/1989	Registered
Aruba	ZEST	88101982	1/1/1986	13866	10/12/1989	Registered
Australia	COAST (label)	292104	11/13/1975	292104	11/13/1975	Registered
Australia	WHITE RAIN	107087	8/8/1951	A107087	8/8/1951	Registered
Austria	COAST	AM1752/81	9/10/2003	98376	12/4/1981	Registered
Austria	RAVE	AM 230/78	1/27/1978	88063	5/24/1978	Registered
Bahamas	RAVE		3/16/1978	9008		Registered
Bahamas	WHITE RAIN	7094	3/14/1972	7094	3/14/1972	Registered
Bahamas	ZEST		3/11/1958	2898	3/11/1958	Registered
Bahrain	COAST	8127	9/26/1983	8127	9/26/1983	Registered
Barbados	ZEST			81-3807	3/6/1958	Registered
Benelux	COAST	609598	7/17/1975	335585		
Bermuda	ZEST			4185	3/14/1958	Registered
Bosnia & Herzegovina	RAVE		8/10/1992	BAZR972123	8/10/2012	Registered
Brazil	COAST	810595583	8/21/1981	810595583	5/17/1983	Registered
Brazil	COAST & Device	811586022	5/31/1984	811586022	2/10/1987	Registered
British Virgin Islands	RAVE		7/30/2002	4086	5/22/2003	Registered
Brunei Darussalam	RAVE		5/24/1978	8511	5/24/1978	Registered
Burundi	RAVE		4/28/1980	1673/BUR	4/28/1980	Registered
Cambodia	COAST	3601	9/14/1993	3599	11/23/1993	Registered
Canada	"TONI"	189064	12/12/1945	UCA22699	12/12/1945	Registered
Canada	ADORN	238586	12/6/1956	TMA108107	9/27/1957	Registered
Canada	ADORN (Design)	235889	12/6/1956	TMA107129	6/28/1957	Registered
Canada	ALOE SPLASH	1292417	3/3/2006	TMA689997	6/15/2007	Registered
Canada	AQUA PUR	1191935	10/8/2003	TMA672517	9/12/2006	Registered
Canada	AQUA PURE	1032111	10/13/1999	TMA569,630	10/25/2002	Registered
Canada	BREAKAWAY	1,296,392	3/31/2006	TMA736,017	3/10/2009	Registered

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
Canada	COAST	254,029	11/4/2004	TMA117,943	5/6/2005	Registered
Canada	COAST	373,982	4/1/1974	TMA206,746	4/25/1975	Registered
Canada	COAST	426,455	6/21/1978	TMA248,959	8/1/1980	Registered
Canada	COAST & DESIGN	426,457	6/21/1978	TMA257,014	3/20/1981	Registered
Canada	COOL XTREME	1145775	7/9/2002	TMA606,471	3/29/2004	Registered
Canada	EAUX FRAICHES ZEST	699256	2/20/1992	TMA411,567	4/23/1993	Registered
Canada	ENERGIZING EFFECTS	1283640	12/19/2005	TMA685856	4/12/2007	Registered
Canada	ENERGY FRESH	1191927	10/8/2003	TMA670930	8/23/2006	Registered
Canada	ENERGY RUSH	1024618	8/4/1999	TMA546,842	6/20/2001	Registered
Canada	EVASION	1,296,396	3/31/2006	TMA738,253	4/17/2009	Registered
Canada	FRAICHEUR VIVIFIANTE	1191929	10/8/2003	TMA674682	10/12/2006	Registered
Canada	LE REVEILLE-MATIN	1,166,311	1/29/2003	TMA623,433	10/25/2004	Registered
Canada	LINEN FRESH	1193162	10/20/2003	TMA655,508	12/20/2005	Registered
Canada	MINK DIFFERENCE	480220	12/29/1981	TMA290177	4/19/1984	Registered
Canada	MINT EXPLOSION	1314244	8/24/2006	TMA706245	2/1/2008	Registered
Canada	MORNING GARDEN	1217091	5/18/2004	TMA658,943	2/14/2006	Registered
Canada	OCEAN ENERGY	1217088	5/18/2004	TMA658,945	2/14/2006	Registered
Canada	RAVE	422134	3/10/1978	254314	12/24/1980	Registered
Canada	REVEIL PRINTANIER	1191933	10/8/2003	TMA660822	3/15/2006	Registered
Canada	SPRING BURST	1176244	5/7/2003	TMA674545	10/11/2006	Registered
Canada	SPRING SPLASH	1217090	5/18/2004	TMA658,944	2/14/2006	Registered
Canada	STIMULATING EFFECTS	1283638	12/19/2005	TMA685857	4/12/2007	Registered
Canada	TANGERINE MANGO TWIST	1502217	11/2/2010	TMA817694	2/15/2012	Registered
Canada	THE DRY LOOK	1043502	1/20/2000	TMA580721	5/6/2003	Registered
Canada	THE EYE OPENER	1,166,311	1/29/2003	TMA623,433	10/25/2004	Registered
Canada	TROPICAL FRESH	1191926	10/8/2003	TMA662,816	4/19/2006	Registered
Canada	WHITE RAIN	767738	11/3/1994	TMA455423	3/16/1996	Registered
Canada	WHITE RAIN ESSENTIALS	720429	1/13/1993	TMA433664	9/23/1994	Registered
Canada	WHITewater FRESH	1535319	7/12/2011			Pending

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
Canada	WILD SENSATIONS	1066376	7/7/2000	TMA568,772	10/9/2002	Registered
Canada	ZEST	295406	3/1/1966	TMA146,476	8/5/1966	Registered
Canada	ZEST (& Device 03 bw)	1201788	12/17/2003	TMA626,737	11/25/2004	Registered
Canada	ZEST (& Wave Design 89 bw)	622858	1/9/1989	TMA368,953	5/25/1990	Registered
Canada	ZEST and Design	549629	9/23/1985	TMA319,888	10/24/1986	Registered
Canada	ZEST and Design	293274	11/18/1965	TMA146,361	7/29/1966	Registered
Canada	ZEST and Design	692868	11/4/1991	TMA404,184	10/23/1992	Registered
Canada	ZEST FOR MEN	1535322	7/12/2011			Pending
Canada	ZESTFULLY CLEAN	1535324	7/12/2011			Pending
Chile	COAST	599561	3/4/2003	671166	8/19/2003	Registered
Colombia	COAST	300721	4/7/1989	140970	6/4/1993	Registered
Costa Rica	COAST	N/A	8/13/1976	51534	1/25/1977	Registered
Cuba	COAST	1086/97	7/31/1997	128117	3/17/2000	Registered
Cuba	ZEST	1066-97	7/31/1997	128153	3/20/2000	Registered
Cuba	ZEST DEO FRESH	2004-182	3/12/2004	2004-182	12/23/2005	Registered
Curacao	WHITE RAIN	N/A	5/3/1952	2683	5/3/1952	Registered
Czech Republic	RAVE	50515	3/8/1978	163894	11/14/1978	Registered
Dominican Republic	CITRUS SPORT	6,21N/A	7/13/1999	106504	8/30/1999	Registered
Dominican Republic	COAST	N/A	7/25/1990	49951	11/17/1990	Registered
Dominican Republic	ZEST		8/24/1959	10952	8/24/1959	Registered
Ecuador	COAST	158112	6/8/2005	3869-06	10/13/2006	Registered
Egypt	COAST & ARABIC	N/A	9/17/1979	56305	4/26/1986	Registered
Egypt	COAST & ARABIC	N/A	7/20/1983	62690	6/15/1986	Registered
El Salvador	COAST & ARABIC	2073-97	4/9/1977	169BK-62	10/31/1997	Registered
Fiji	RAVE		7/19/1978	23190		Registered
France	COAST	195221	7/22/1975	1312964	7/22/1975	Registered
Gambia	RAVE		11/11/1978	5143		Registered
Germany	COAST	P28394/3WZ	6/30/1981	1028046	1/20/1982	Registered
Germany	RAVE	W52578	4/11/1978	DD642255	6/12/1978	Registered
Germany	RAVE	C 26970	2/9/1978	982 215	2/15/1979	Registered
Ghana	RAVE		9/13/1978	22650		Registered
Greece	COAST	55647	11/8/1975	55647	3/17/1977	Registered
Guatemala	COAST	N/A	9/26/1976	31809	1/27/1977	Registered
Guatemala	RAVE	2002-05445	8/13/2002	124860	7/29/2003	Registered
Guyana	RAVE		4/13/1978	10577A		Registered
Haiti	COAST	N/A	1/22/2008	241/61	6/11/2008	Registered

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
Honduras	COAST	N/A	8/30/1976	45419	9/26/1985	Registered
Honduras	RAVE	9087/02	7/11/2002	86264	11/27/2002	Registered
Hong Kong	COAST	10553/1998	8/7/1998	3810/2000	8/7/1998	Registered
Hong Kong	RAVE	19780243	2/6/1978	19801779	2/6/1978	Registered
Hungary	RAVE	M7800387	2/28/1978	120644	8/25/1978	Registered
India	COAST	462953	11/11/1986	462953	11/11/1986	Registered
India	RAVE	572123	4/29/1992			Pending
Indonesia	COAST	N/A	1/12/1976	392964	6/24/1977	Registered
Iran	COAST	64504	11/2/1975	44660	11/2/1975	Registered
Ireland	COAST	N/A	10/30/1975	87721	10/30/1975	Registered
Italy	COAST	34485C/75	7/29/1975	719308	4/30/1980	Registered
Italy	COAST & DEVICE	34192C/83	6/13/1983	1051158	11/24/1986	Registered
Jamaica	ZEST			B8802	11/29/1960	Registered
Japan	COAST	01-036582	3/30/1989	2466379	10/30/1992	Registered
Japan	COAST	109757	8/13/1974	1267968	5/9/1977	Registered
Japan	COAST (KATAKANA)	50801954784	8/13/1974	1365528	12/22/1978	Registered
Jordan	COAST & ARABIC	N/A	9/24/1979	17268	9/24/1979	Registered
Kuwait	COAST	51373	8/22/2001	39877	6/9/2002	Registered
Laos	COAST	2409	8/27/1993	1493	4/29/1994	Registered
Lebanon	COAST IN LATIN AND ARABIC CHARACTERS	N/A	12/5/1978	119773	12/5/1978	Registered
Lebanon	WHITE RAIN	N/A	11/30/1968	44483	11/30/1968	Registered
Libya	COAST	8345				Pending
Mexico	COAST	172469	7/8/1993	479261	11/14/1994	Registered
Mexico	NIEBLA DEL OCEANO	1,246,098	2/1/2012	1295345	2/1/2012	Registered
Mexico	RAVE CONTAINER (three dimensional design)	253139	1/30/1996	519994	3/29/1996	Registered
Mexico	THE DRY LOOK	239160	8/3/1995	501455	8/28/1995	Registered
Mexico	WHITE RAIN	28201	7/2/1987	334289	10/20/1987	Registered
Mexico	WHITE RAIN	28204	7/2/1987	334291	10/20/1987	Registered
Mexico	WHITE RAIN SENSATIONS	1,246,097	2/1/2012			Pending
Monaco	RAVE	7766	7/11/1978	787764		Registered
Montserrat	RAVE		10/19/1978	943		Registered
Morocco	COAST (word with Berber)	N/A	12/22/1975	58165	12/22/1975	Registered
Netherlands Antilles	ZEST	N/A	3/21/1958	1901	3/21/1958	Registered
New Zealand	WHITE RAIN	50841	8/6/1951	50841	8/6/1951	Registered
Nicaragua	COAST	N/A	10/7/1976	6145CC	3/1/1977	Registered
Nicaragua	RAVE	2002-002048	8/6/2002	57010	2/26/2003	Registered

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
Oman	COAST	2835	10/1/1989	2835	7/3/1994	Registered
Pakistan	WHITE RAIN	16832	8/11/1951	16832	8/11/1951	Registered
Panama	COAST	N/A	10/29/1976	21654	9/5/1977	Registered
Panama	RAVE		8/21/2002	122615		Registered
Panama	WHITE RAIN	69657	2/7/1994	69657	7/17/1995	Registered
Philippines	COAST	92722	5/18/1996	64014	1/9/1997	Registered
Philippines	WHITE RAIN	88607	10/8/1993	62170	12/1/1995	Registered
Philippines	WHITE RAIN and Design	91124	2/18/1994	62883	5/21/1996	Registered
Puerto Rico	ALBERTO VO5	5189	6/25/2007	73601		Registered
Puerto Rico	ALBERTO VO5 & Design	22454	7/11/1979	22454	11/1/1979	Registered
Puerto Rico	COAST AND DEVICE	N/A	12/2/1974	19403	6/6/1975	Registered
Puerto Rico	RAVE	24470		34761	6/21/1994	Registered
Puerto Rico	VO5	22457	7/11/1979	22457	11/26/1979	Registered
Puerto Rico	WHITE RAIN	17638	2/28/1972	17638	9/25/1972	Registered
Qatar	COAST AND ARABIC	N/A	6/2/1981	1507	9/22/1986	Registered
Rwanda	RAVE			1601/CRK	4/28/1980	Registered
Saudi Arabia	COAST AND ARABIC	N/A	3/11/1976	60/99	10/11/1977	Registered
Sierra Leone	RAVE		2/28/1979	11048		Registered
Singapore	COAST	N/A	11/13/1975	66064	11/13/1975	Registered
Sint Maarten	WHITE RAIN	N/A	5/3/1952	2683	5/3/1952	Registered
Slovak Republic	RAVE	50515	3/8/1978	163894	11/14/1978	Registered
South Africa	COAST	84/10108	11/14/1984	84/10108	10/30/1985	Registered
South Africa	WHITE RAIN	2754/51	10/12/1951	2754/51	10/12/1951	Registered
South Korea	COAST	9325537	7/19/1993	40296241	8/19/1994	Registered
South Korea	COAST & DEVICE	8930866	12/9/1989	40214251	5/31/1991	Registered
South Korea	COAST IN KOREAN	8930867	12/9/1989	40214252	5/31/1991	Registered
Spain	COAST	1001318	3/24/1982	1001318	12/11/1989	Registered
Sri Lanka	COAST	53202	3/30/1987	53202	3/30/1987	Registered
St. Lucia	RAVE		3/20/1979	TM1979000031		Registered
Sudan	RAVE			17276	4/30/1978	Registered
Suriname	RAVE			9779	5/9/1978	Registered
Switzerland	COAST	N/A	7/21/1981	313589	7/21/1981	Registered
Switzerland	COAST	N/A	11/20/1975	P279826	11/20/1975	Registered
Switzerland	COAST & DEVICE	N/A	8/10/1987	357839	8/10/1987	Registered
Taiwan	COAST (IN CHINESE)	91035526	8/16/2002	1042743	5/16/2003	Registered
Trinidad & Tobago	RAVE		3/1/1978	10524		Registered
Trinidad & Tobago	ZEST	20860	7/2/1992	20860	3/7/1995	Registered

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
Tunisia	RAVE	154/78	4/23/1978	930405	4/23/1993	Registered
United States	ADORN	72/014,150	8/17/1956	0,645,526	5/14/1957	Registered
United States of America	ALBERTO VO5	72112670	1/30/1961	723187	10/24/1961	Registered
United States of America	ALBERTO VO5	72010609	6/20/1956	658904	2/25/1958	Registered
United States of America	ALBERTO VO5 Logo	78508570	10/29/2004	3249975	6/5/2007	Registered
United States of America	ALBERTO VO5 Logo	78508569	10/29/2004	3252296	6/12/2007	Registered
United States of America	ALBERTO VO5 Logo	78444904	7/1/2004	3078626	4/11/2006	Registered
United States of America	ALOE SPLASH	78828275	3/3/2006	3292110	9/11/2007	Registered
United States of America	AQUA PURE	75805021	10/12/1999	2399861	10/31/2000	Registered
United States	ARCTIC BOOST	77/508,037	6/25/2008	3,709,802	11/10/2009	Registered
United States	C (COAST LOGO - Stylized C and wave design within a circle)	77/508,618	6/26/2008	3,628,572	5/26/2009	Registered
United States	COAST	72/267,092	3/20/1967	834,134	8/22/1967	Registered
United States	COAST	73/017,032	3/28/1974	1,007,242	3/25/1975	Registered
United States	COLOR NOURISH	76/450,750	9/16/2002	3,101,105	6/6/2006	Registered
United States of America	DAILY HAIR RECOVERY	85861711	2/27/2013			Pending
United States of America	ENERGIZING EFFECTS	78775832	12/19/2005	3304247	10/2/2007	Registered
United States of America	FREE ME FREESIA	75734490	6/22/1999	2451916	5/15/2001	Registered
United States of America	HYDRATING EFFECTS	78775830	12/19/2005	3295392	9/18/2007	Registered
United States of America	KIWI & LIME SQUEEZE	75734817	6/23/1999	2754744	8/26/2003	Registered

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
United States	MINK DIFFERENCE	73/298,551	2/25/1981	1,269,557	3/13/1984	Registered
United States of America	MINT EXPLOSION	78958663	8/23/2006	3393518	3/4/2008	Registered
United States	PACIFIC FORCE	78/635,985	5/24/2005	3,238,183	5/1/2007	Registered
United States of America	RAVE	74170384	5/28/1991	1678229	3/10/1992	Registered
United States of America	SHEER HAIR DRESSING	75776540	8/13/1999	2447071	4/24/2001	Registered
United States of America	SHOWER WORKS	75118383	6/13/1996	2155482	5/5/1998	Registered
United States of America	SILKY EXPERIENCES	78636365	5/24/2005	3326214	10/30/2007	Registered
United States of America	SPRING SPLASH	78419657	5/17/2004	3077612	4/4/2006	Registered
United States of America	STIMULATING EFFECTS	78775826	12/19/2005	3304246	10/2/2007	Registered
United States	THE DRY LOOK	72/317,498	1/27/1969	0,884,762	1/20/1970	Registered
United States	THE EYE OPENER!	76/266,085	6/4/2001	2,658,434	12/10/2002	Registered
United States	TONI	71/477,286	12/6/1944	0,416,405	9/11/1945	Registered
United States	TONI	77/328,734	11/13/2007	3,593,822	3/24/2009	Registered
United States of America	TOTAL HAIR RECOVERY	75768692	8/5/1999	2452017	5/15/2001	Registered
United States	URBAN FUEL	77/420,927	3/13/2008	3,610,014	4/21/2009	Registered
United States of America	VO5	72225912	8/18/1965	822537	1/17/1967	Registered
United States of America	VO5	73636361	12/22/1986	1449193	7/28/1987	Registered
United States	VO5 SALON SERIES	85/581,292	3/27/2012			Pending
United States	WHITE RAIN	71/589,536	12/17/1949	0,551,925	12/11/1951	Registered
United States	WHITE RAIN	72/170,060	5/31/1963	0,770,080	5/19/1964	Registered

Country	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
United States	WHITE RAIN	73/602,032	6/2/1986	1,428,955	2/17/1987	Registered
United States	WHITE RAIN	74/308,208	8/27/1992	1,771,001	5/18/1993	Registered
United States	WHITE RAIN	78/330,314	11/19/2003	2,913,140	12/21/2004	Registered
United States	WHITE RAIN	85/660,364	6/25/2012			Pending
United States	WHITE RAIN SENSATIONS	85/116,857	8/26/2010			Pending
United States of America	WHITEWATER FRESH	74217581	10/29/1991	1765195	4/13/1993	Registered
United States of America	ZEST	71636800	10/17/1952	586227	3/2/1954	Registered
United States of America	ZEST	78/227694	3/19/2003	2813144	2/10/2004	Registered
United States of America	ZEST (& Device 03 bw)	78342578	12/18/2003	2943108	4/19/2005	Registered
United States	ZEST FOR MEN	85/497,689	12/16/2011			Pending
United States of America	ZEST NATURA	85343527	6/10/2011			Pending
United States of America	ZESTFULLY CLEAN	85236480	2/8/2011			Pending
Uruguay	WHITE RAIN ESSENTIALS	288334	9/25/2002	288334	9/25/2002	Registered
Venezuela	COAST	N/A	11/6/1974	82543	8/20/1976	Registered
Venezuela	WHITE RAIN	9042/86	7/9/1986	136006	9/23/1988	Registered
Vietnam	COAST	7274	4/7/1992	6526	4/7/1992	Registered
Vietnam	LOSE THE COFFEE HIT THE COAST	4-2004-07907	8/6/2004	69600	1/17/2006	Registered
Yemen	RAVE			DRO/43 P76 VOL 28 BK	5/31/1978	Registered
Zambia	WHITE RAIN	N/A	8/21/1951	2742	8/21/1951	Registered

Patents

Country	Patent No.	Description
United States of America	6187303	Hair conditioning composition
United States of America	6730641	Hair conditioning composition
United States of America	5306434	Hair care composition containing dispersed silicone oil
United States of America	D507748	Bottle Design
Canada	109416	Bottle Design

China	578427	Bottle Design
Japan	1255261	Bottle Design
Mexico	20916	Bottle Design
European Community	267257	Bottle Design
United States of America	D516432	Bottle Design

Trade Names

None.

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