

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BMO Harris Bank, N.A	FORMERLY M&I Marshall & Ilsley Bank	12/12/2013	National Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Beauty Brands Franchising Company		
Street Address:	4600 Madison Avenue		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64112		
Entity Type:	CORPORATION: MISSOURI		
Name:	Beauty Brands, Inc.		
Street Address:	4600 Madison Avenue		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64112		
Entity Type:	CORPORATION: MISSOURI		
Name:	Beauty Brands Distribution Corporation		
Street Address:	4600 Madison Avenue		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64112		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	2596917	TAKE 10	
Registration Number:	2312635	BEAUTY BRANDS	

CH \$365.00 2596917

Registration Number:	2174042	BEAUTY BRANDS SALON SPA SUPERSTORE
Registration Number:	2175785	BEAUTY BRANDS SALON & SUPERSTORE
Registration Number:	2682975	BEAUTY BRANDS
Registration Number:	2699344	BEAUTY BRANDS SALON SPA SUPERSTORE
Registration Number:	2343005	BEAUTY BRANDS SALON SPA SUPERSTORE
Registration Number:	2475978	BEAUTY BRANDS SALON SUPERSTORE
Registration Number:	2411475	BEAUTY BRANDS SUPERSALON
Registration Number:	2733281	DISCOVER THE BEAUTY
Registration Number:	2530138	STYLE MATCH
Serial Number:	76412690	BE ALL
Serial Number:	76382066	DISCOVER THE BEAUTY
Serial Number:	76165628	BEAUTY BRANDS SALON SPA SUPERSTORE

CORRESPONDENCE DATA

Fax Number: 2124464900
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 2124464800
Email: hayley.smith@kirkland.com
Correspondent Name: Kirkland & Ellis LLP
Address Line 1: Attn Hayley Smith, Sr. Legal Assistant
Address Line 2: 601 Lexington Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	15799/1 (HS)
NAME OF SUBMITTER:	Hayley Smith
Signature:	//Hayley Smith//
Date:	12/16/2013

Total Attachments: 5
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this “Release”) is made as of December 12, 2013 (“Effective Date”) by BMO Harris Bank, N.A., successor by merger to M&I Marshall & Ilsley Bank, successor in interest to Gold Bank (“Collateral Trustee”) in favor of Beauty Brands Franchising Company, Beauty Brands, Inc., and Beauty Brands Distribution Corporation (collectively, the “Debtor”).

WHEREAS, Debtor and the Collateral Trustee entered into that certain Credit Agreement by and between Debtor and the Collateral Trustee dated April 28, 2003, and amended as of December 28, 2010 (as amended, the “Loan and Security Agreement”), wherein Debtor granted to the Collateral Trustee a security interest in certain trademarks of Debtor;

WHEREAS, pursuant to the Loan and Security Agreement, (a) that certain Trademark Security Agreement dated April 28, 2003 (the “2003 Trademark Security Agreement”) was entered into by Debtor in favor of the Collateral Trustee to record the security interest with respect to the Collateral (as defined in the 2003 Trademark Security Agreement, the “2003 Collateral”), including the trademark registrations set forth on Schedule A hereto and was recorded with the United States Patent and Trademark Office on May 14, 2003, at Reel 002649, Frame 0926, and (b) in connection with the amendment of the Loan and Security Agreement, that certain Security Agreement (Trademarks) dated February 10, 2011 (the “2011 Trademark Security Agreement”) was entered into by Debtor (together with certain affiliates of Debtor) in favor of the Collateral Trustee to record the security interest with respect to the Collateral (as defined in the 2011 Trademark Security Agreement, the “2011 Collateral”), including the trademark registrations set forth on Schedule B hereto, and was recorded with the United States Patent and Trademark Office on February 15, 2011, at Reel 004479, Frame 0087; and

WHEREAS, Debtor requests a specific release of the security interest granted and recorded against the 2003 Collateral and 2011 Collateral (collectively, the “Trademark Collateral”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Collateral Trustee, on behalf of itself and the Secured Parties, hereby (i) releases and re-assigns to Debtor any and all liens, security interests, right, title and interest it may have in, to and under the Trademark Collateral, together with the goodwill of the business symbolized thereby; (ii) agrees that it shall execute all other documents and do all other acts necessary to relinquish and effect the release of such rights to Debtor; and (iii) authorizes and requests that the United States Patent and Trademark Office records the release hereby given and any other filings necessary to evidence the release and termination of the Collateral Trustee’s rights under the Loan and Security Agreement with respect to the Trademark Collateral.

This Release may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

This Release shall be governed by, and construed and interpreted in accordance with, the laws of the State of Missouri.

IN WITNESS WHEREOF, the Collateral Trustee, on behalf of itself and the Secured Parties, has caused this Release to be executed by its duly authorized representative effective as of the Effective Date.

BMO HARRIS BANK, N.A.

Name: Pam Schwartz

Title: _____

Pamela E. Schwartz
Director

SCHEDULE A

<u>Mark</u>	<u>Status</u>	<u>Reg./App. No.</u>	<u>Reg./Filing Date</u>	<u>Owner</u>
Beauty Brands	Registered	2,682,975	February 4, 2003	Beauty Brands Franchising Corporation
Take Ten	Registered	2,596,917	July 23, 2002	Beauty Brands Franchising Corporation
Beauty Brands Salon Spa Superstore and Design	Registered	2,343,005	April 18, 2000	Beauty Brands Franchising Corporation
Style Match	Registered	2,530,138	January 15, 2002	Beauty Brands Franchising Corporation
Beauty Brands	Registered	2,312,635	January 25, 2000	Beauty Brands Franchising Corporation
Beauty Brands Supersalon	Registered	2,411,475	December 5, 2000	Beauty Brands Franchising Corporation
Beauty Brands Salon Spa Superstore	Registered	2,174,042	July 14, 1998	Beauty Brands Franchising Corporation
Beauty Brands Salon & Superstore	Registered	2,175,785	July 21, 1998	Beauty Brands Franchising Corporation
Beauty Brands Salon Spa Superstore and Design	Registered	2,475,978	August 7, 2001	Beauty Brands Franchising Corporation
Be All	Filed	76-412, 690	May 28, 2002	Beauty Brands Franchising Corporation
Discover the Beauty	Filed	76-382, 066	March 14, 2002	Beauty Brands Franchising Corporation
Beauty Brands Salon Spa Superstore	Filed	76-165, 628	November 15, 2000	Beauty Brands Franchising Corporation

SCHEDULE B

<u>Mark</u>	<u>Status</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Owner</u>
Beauty Brands	Registered	2,682,975	February 4, 2003	Beauty Brands Franchising Corporation
Beauty Brands Salon Spa Superstore	Registered	2,699,344	March 25, 2003	Beauty Brands Franchising Corporation
Beauty Brands Salon Spa Superstore and Design	Registered	2,343,005	April 18, 2000	Beauty Brands Franchising Corporation
Beauty Brands Salon Superstore and Design	Registered	2,475,978	August 7, 2001	Beauty Brands Franchising Corporation
Beauty Brands Supersalon	Registered	2,411,475	December 5, 2000	Beauty Brands Franchising Corporation
Discover the Beauty	Registered	2,733,281	July 1, 2003	Beauty Brands Franchising Corporation
Style Match	Registered	2,530,138	January 15, 2002	Beauty Brands Franchising Corporation
Take Ten	Registered	2,596,917	July 23, 2002	Beauty Brands Franchising Corporation