

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
Kenra Professional, LLC		12/09/2013	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	U.S. Bank National Association
Street Address:	One U.S. Bank Plaza, 12th Floor
Internal Address:	Mail Code SL-MO-T12M, Leveraged Finance Group
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63101
Entity Type:	National Banking Association: MISSOURI

**PROPERTY NUMBERS Total: 22**

Property Type	Number	Word Mark
Registration Number:	4297630	BALANCING COMPLEX 5
Registration Number:	2206246	BEAUTY AND WELLNESS
Registration Number:	4323325	COLOR ME KENRA
Registration Number:	4164278	DRY LESS   LIVE MORE
Registration Number:	2196706	E ELUCENCE
Registration Number:	3384950	KENRA
Registration Number:	4297698	KENRA COLOR
Registration Number:	4298234	KENRA CORRECTOR COLOR
Registration Number:	4298236	KENRA DEMI PERMANENT COLOR
Registration Number:	4298237	KENRA LIGHTENER COLOR
Registration Number:	4298235	KENRA PERMANENT COLOR
Registration Number:	4297686	KENRA PLATINUM
Registration Number:	4029934	KENRA PROFESSIONAL

CH \$565.00 4297630

Serial Number:	85760001	KENRA VOLUME SPRAY
Serial Number:	85759995	KENRA VOLUME SPRAY 25
Registration Number:	2211853	NUTRITHERAPY
Registration Number:	4301089	SIMPLY STUNNING RESULTS
Serial Number:	85759986	VOLUME SPRAY 25
Serial Number:	85817555	KENRA SMOOTH
Serial Number:	85819748	KENRA STYLE
Serial Number:	85817143	PERFORMANCE STANDARD 5
Serial Number:	85817157	PERFORMANCE STANDARD 5

**CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	299/93315
NAME OF SUBMITTER:	Shoko Naruo
Signature:	/sn/
Date:	01/08/2014

**Total Attachments: 13**  
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## **GRANT OF SECURITY INTEREST**

(Patents and Trademarks)

THIS GRANT OF SECURITY INTEREST, dated as of December 9, 2013 is executed by Kenra Professional, LLC, a Delaware limited liability company ("Borrower"), in favor of U.S. Bank National Association, as Administrative Agent.

A. Pursuant to that certain Amended and Restated Loan Agreement dated as of December 9, 2013, by and among Borrower, the Lenders from time to time party thereto and U.S. Bank National Association, as the Swing Line Lender, the L/C Issuer and the Administrative Agent, as the same may from time to time be amended, modified, extended, renewed, supplemented or restated (the "Loan Agreement"), the Lenders have agreed to extend certain credit facilities to Borrower upon the terms and subject to the conditions set forth therein.

B. Borrower has adopted, used and is using the inventions described and claimed in the patents and patent applications described on Schedules A and B, and the trademarks and trademark applications described on Schedules C and D annexed hereto and made a part hereof, which patent, patent applications, trademarks and trademark applications are pending or registered in the United States Patent and Trademark Office (collectively, the "Patents and Trademarks").

C. Pursuant to a certain Patent and Trademark Security Agreement dated as of December 10, 2010 (as heretofore and hereafter amended, the "Security Agreement"), Borrower has granted to the Administrative Agent for the benefit of the Secured Parties (as defined therein) a security interest in all right, title and interest of Borrower in and to, among other things, all of its patents and trademarks, including the Patents and Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations, as defined in the Security Agreement, including the Borrower's Obligations, as defined in the Loan Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Borrower does hereby further grant to the Lender a security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

Borrower does hereby further acknowledge and affirm that the rights and remedies of the Lender with respect to the security interest in the Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

[signature page follows]

IN WITNESS WHEREOF, Borrower has caused this Grant of Security Interest to be executed as of the day and year first above written.

KENRA PROFESSIONAL, LLC

By   
Name: Hadley Mullin  
Title: President and Treasurer

SCHEDULE A

Patents

[No additional patents]

SCHEDULE B

Patent Applications

<b>Status</b>	<b>Class/Description</b>
58999-00193 PCT Utility Pending	<b>Composition for Reducing the Time Needed to Dry Wet Hair</b>  Application # PCT/US13/67987 File Date: 11/1/2013 Patent #: Issue Date:
58999-00030 US Utility Published	<b>Composition for Reducing the Time Needed to Dry Wet Hair</b>  Application # 13/097,773 File Date: 4/29/2011 Patent #: Issue Date:
58999-00077 US Prov Pending	<b>Composition for Reducing the Time Needed to Dry Wet Hair</b>  Application # 61/721,241 File Date: 11/1/2012 Patent #: Issue Date:
58999-00191 US Utility Pending	<b>Composition for Reducing the Time Needed to Dry Wet Hair</b>  Application # 14/069,662 File Date: 11/1/2013 Patent #: Issue Date:
58999-00194 PCT Utility Pending	<b>Serum for Reducing the Time Needed to Dry Wet Hair</b>  Application # PCT/US13/67993 File Date: 11/1/2013 Patent #: Issue Date:
58999-00078 US Prov Pending	<b>Serum for Reducing the Time Needed to Dry Wet Hair</b>  Application # 61/721,245 File Date: 11/1/2012 Patent #: Issue Date:
58999-00192 US Utility Pending	<b>Serum for Reducing the Time Needed to Dry Wet Hair</b>  Application # 14/069,679 File Date: 11/1/2013 Patent #: Issue Date:
58999-00152	<b>Smoothing System for Hair and Method of Using Same</b>

US Prov Pending	Application # 61/761,965 File Date: 2/7/2013 Patent #: Issue Date:
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Schedule C

Registered Trademarks

		Class/Description
<b>58999-00042</b> US Registered	<b>BALANCING COMPLEX 5 &amp; DESIGN</b>  Application # 85/633,871 Date Filed: 5/24/2012 Registration #: 4,297,630 Registration Date: 3/5/13	03-Hair care preparations
<b>58999-00037</b> US Registered	<b>BEAUTY AND WELLNESS</b>  Application # 75/325,383 Date Filed: 7/16/1997 Registration #: 2,206,246 Registration Date: 11/24/98	03-Hair care preparations
<b>58999-00045</b> US Registered	<b>COLOR ME KENRA</b>  Application # 85/648,700 Date Filed: 6/11/2012 Registration #: 4,323,325 Registration Date: 4/23/13	03-Hair care preparations
<b>58999-00019</b> US Registered	<b>DRY LESS   LIVE MORE</b>  Application # 85/457,857 Date Filed: 10/27/2011 Registration #: 4,164,278 Registration Date: 6/26/12	03-Hair care preparations
<b>58999-00036</b> US Registered	<b>E ELUCENCE &amp; DESIGN</b>  Application # 75/314,766 Date Filed: 6/25/1997 Registration #: 2,196,706 Registration Date: 10/13/98	03-Hair care preparations
<b>58999-00022</b> Canada Registered	<b>KENRA</b>  Application # 492,263 Date Filed: 9/17/1982 Registration #: TMA280930	WARES:-Hair dressings, hair removers, hair rinse concentrate, permanent wave lotion, and shampoo



	Registration Date: 6/30/83	
<b>58999-00023</b> Canada Registered	<b>KENRA</b>  Application # 1,368,702 Date Filed: 10/23/2007 Registration #: TMA732691 Registration Date: 1/19/09	WARES:-Hair care preparations, namely conditinoers, hair texturizers, styling aids, hair fixatives and hair sprays
<b>58999-00060</b> US Registered	<b>KENRA</b>  Application # 77/216,211 Date Filed: 6/26/2007 Registration #: 3,384,950 Registration Date: 2/19/08	03-Hair care preparations
<b>58999-00039</b> US Registered	<b>KENRA COLOR</b>  Application # 85/648,682 Date Filed: 6/11/2012 Registration #: 4,297,698 Registration Date: 3/5/13	03-Hair care preparations
<b>58999-00082</b> US Registered	<b>KENRA CORRECTOR COLOR</b>  Application # 85/681,108 Date Filed: 7/19/2012 Registration #: 4,298,234 Registration Date: 3/5/13	03-Hair care preparations
<b>58999-00081</b> US Registered	<b>KENRA DEMI-PERMANENT COLOR</b>  Application # 85/681,110 Date Filed: 7/19/2012 Registration #: 4,298,236 Registration Date: 3/5/13	03-Hair care preparations
<b>58999-00080</b> US Registered	<b>KENRA LIGHTENER COLOR</b>  Application # 85/681,113 Date Filed: 7/19/2012 Registration #: 4,298,237 Registration Date: 3/5/13	03-Hair care preparations

<b>58999-00079</b> US Registered	<b>KENRA PERMANENT COLOR</b>  Application # 85/681,109 Date Filed: 7/19/2012 Registration #: 4,298,235 Registration Date: 3/5/13	03-Hair care preparations
<b>58999-00048</b> US Registered	<b>KENRA PLATINUM</b>  Application # 85/645,910 Date Filed: 6/7/2012 Registration #: 4,297,686 Registration Date: 3/5/13	03-Hair care preparations
<b>58999-00020</b> Canada Registered	<b>KENRA PROFESSIONAL</b>  Application # 1,523,275 Date Filed: 4/7/2011 Registration #: TMA829,529 Registration Date: 8/9/12	WARES:-Hair care preparations
<b>58999-00017</b> US Registered	<b>KENRA PROFESSIONAL</b>  Application # 85/192,924 Date Filed: 12/8/2010 Registration #: 4,029,934 Registration Date: 9/20/11	03-Hair care preparations
<b>58999-00096</b> US Registered	<b>KENRA VOLUME SPRAY</b>  Application # 85/760,001 Date Filed: 10/22/2012 Registration #: 4,360,578 Registration Date: 7/2/13	03-Hair care preparations
<b>58999-00095</b> US Registered	<b>KENRA VOLUME SPRAY 25</b>  Application # 85/759,995 Date Filed: 10/22/2012 Registration #: 4,360,577 Registration Date: 7/2/13	03-Hair care preparations
<b>58999-00035</b>	<b>NUTRITHERAPY</b>	03-Non-medicated hair care

US Registered	Application # 75/312,576 Date Filed: 6/20/1997 Registration #: 2,211,853 Registration Date: 12/15/98	preparations
<b>58999-00051</b> US Registered	<b>SIMPLY STUNNING RESULTS</b>  Application # 85/681,119 Date Filed: 7/19/2012 Registration #: 4,301,089 Registration Date: 3/12/13	03-Hair care preparations
<b>58999-00067</b> US Registered	<b>VOLUME SPRAY 25</b>  Application # 85/759,986 Date Filed: 10/22/2012 Registration #: 4,360,576 Registration Date: 7/2/13	03-Hair care preparations

Schedule D

Applications for Trademark Registration

<p>58999-00043 Canada Pending</p>	<p><b>BALANCING COMPLEX 5 &amp; DESIGN</b></p> <p>Application # 1,581,038 Date Filed: 5/31/2012 Registration #: Registration Date:</p>	<p>WARES:-Hair care preparations</p>
<p>58999-00046 Canada Allowed</p>	<p><b>COLOR ME KENRA</b></p> <p>Application # 1,611,492 Date Filed: 1/18/2013 Registration #: Registration Date:</p>	<p>WARES:-Hair care preparations</p>
<p>58999-00076 Canada Published</p>	<p><b>DRY LESS   LIVE MORE &amp; DESIGN</b></p> <p>Application # 1,603,647 Date Filed: 11/20/2012 Registration #: Registration Date:</p>	<p>WARES:-Hair care preparations</p>
<p>58999-00040 Canada Allowed</p>	<p><b>KENRA COLOR</b></p> <p>Application # 1,599,038 Date Filed: 10/16/2012 Registration #: Registration Date:</p>	<p>WARES:-Hair care preparations</p>
<p>58999-00094 Canada Allowed</p>	<p><b>KENRA CORRECTOR COLOR</b></p> <p>Application # 1,599,035 Date Filed: 10/16/2012 Registration #: Registration Date:</p>	<p>WARES:-Hair care preparations</p>
<p>58999-00093 Canada Allowed</p>	<p><b>KENRA DEMI- PERMANENT COLOR</b></p> <p>Application # 1,599,036 Date Filed: 10/16/2012 Registration #: Registration Date:</p>	<p>WARES:-Hair care preparations</p>

58999-00092 Canada Allowed	<b>KENRA LIGHTENER COLOR</b>  Application # 1,599,039 Date Filed: 10/16/2012 Registration #: Registration Date:	WARES:-Hair care preparations
58999-00091 Canada Allowed	<b>KENRA PERMANENT COLOR</b>  Application # 1,599,040 Date Filed: 10/16/2012 Registration #: Registration Date:	WARES:-Hair care preparations
58999-00049 Canada Allowed	<b>KENRA PLATINUM</b>  Application # 1,599,037 Date Filed: 10/16/2012 Registration #: Registration Date:	WARES:-Hair care preparations
58999-00182 Canada Pending	<b>KENRA SMOOTH</b>  Application # 1,622,798 Date Filed: 4/11/2013 Registration #: Registration Date:	WARES:-Hair care preparations
58999-00159 US Allowed	<b>KENRA SMOOTH</b>  Application # 85/817,555 Date Filed: 1/8/2013 Registration #: Registration Date:	03-Hair care preparations
58999-00183 Canada Pending	<b>KENRA STYLE</b>  Application # 1,622,799 Date Filed: 4/11/2013 Registration #: Registration Date:	WARES:-Electric hair curling irons; flat irons; electric hair dryers
58999-00162 US Allowed	<b>KENRA STYLE</b>  Application # 85/819,748 Date Filed: 1/10/2013	08-Electric hair curling irons; Flat irons* 11-Electric hair dryers

	Registration #: Registration Date:	
58999-00102 Canada Allowed	<b>KENRA VOLUME SPRAY</b>  Application # 1,619,850 Date Filed: 3/20/2013 Registration #: Registration Date:	WARES:-Hair care preparations
58999-00101 Canada Allowed	<b>KENRA VOLUME SPRAY 25</b>  Application # 1,619,851 Date Filed: 3/20/2013 Registration #: Registration Date:	WARES:-Hair care preparations
58999-00180 Canada Pending	<b>PERFORMANCE STANDARD 5</b>  Application # 1,622,801 Date Filed: 4/11/2013 Registration #: Registration Date:	WARES:-Hair care preparations; chemical product for straightening hair
58999-00156 US Allowed	<b>PERFORMANCE STANDARD 5</b>  Application # 85/817,143 Date Filed: 1/7/2013 Registration #: Registration Date:	03-Hair care preparations; chemical preparation for straightening hair
58999-00181 Canada Pending	<b>PERFORMANCE STANDARD 5 &amp; DESIGN</b>  Application # 1,622,800 Date Filed: 4/11/2013 Registration #: Registration Date:	WARES:-Hair care preparations; chemical product for straightening hair
58999-00165 US Allowed	<b>PERFORMANCE STANDARD 5 &amp; DESIGN</b>  Application # 85/817,157 Date Filed: 1/7/2013 Registration #: Registration Date:	03-Hair care preparations; chemical preparation for straightening hair

<b>58999-00052</b> Canada Allowed	<b>SIMPLY STUNNING RESULTS</b>  Application # 1,611,493 Date Filed: 1/18/2013 Registration #: Registration Date:	WARES:-Hair care preparations
<b>58999-00070</b> Canada Allowed	<b>VOLUME SPRAY 25</b>  Application # 1,619,849 Date Filed: 3/20/2013 Registration #: Registration Date:	WARES:-Hair care preparations