

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/21/2013		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	My Best Friend's Hair, LLC		02/19/2014
			LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Beauty Holding LLC		
Street Address:	3001 Colorado Boulevard		
City:	Denton		
State/Country:	TEXAS		
Postal Code:	76210		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85959800	HAIRSCRIPTION
CORRESPONDENCE DATA			
Fax Number:	4048817777		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-881-7000		
Email:	betsy.perkins@alston.com		
Correspondent Name:	Ginabeth B. Hutchison		
Address Line 1:	1201 W. Peachtree Street		
Address Line 2:	c/o Alston & Bird LLP		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
ATTORNEY DOCKET NUMBER:	052513/369305		
NAME OF SUBMITTER:	Ginabeth B. Hutchison		

OP \$40.00 85959800

Signature:	/Ginabeth B. Hutchison/
Date:	02/19/2014
Total Attachments: 2 source=HAIRSCRIPTION Assignment#page1.tif source=HAIRSCRIPTION Assignment#page2.tif	

**Confirmatory Trademark Assignment Nunc Pro Tunc**

WHEREAS, MY BEST FRIEND'S HAIR, LLC, an Indiana limited liability company d/b/a Jada Beauty and having its principal place of business at 5750 Castle Creek Parkway, Suite 300, Indianapolis, Indiana 46250 (hereinafter referred to as "Assignor"), was the owner of the entire right, title and interest in and to the mark HAIRSCRIPTION, which is subject of App. No. 85/959,800 pending in the United States Patent and Trademark Office since June 14, 2013; and

WHEREAS, BEAUTY SYSTEMS GROUP LLC, a Delaware limited liability company having its principal place of business at 3001 Colorado Boulevard, Denton, TX 76210, was desirous of acquiring, and did acquire said mark and the United States application therefor by means of the Unit Purchase Agreement dated as of August 21, 2013;

WHEREAS, in keeping with its trademark ownership protocol, BEAUTY SYSTEMS GROUP LLC on that same date contributed said mark, the goodwill of the business associated therewith, and the United States application therefor to BEAUTY HOLDING LLC, a Delaware limited liability company having its place of business at 3001 Colorado Boulevard, Denton, TX 76210 (hereinafter referred to as "Assignee");

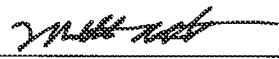
WHEREAS, no instrument other than this document is available to record these transfers, and Assignee wishes to conform the records in the Assignment Branch of the United States Patent and Trademark Office to reflect its ownership of said mark, the goodwill of the business associated therewith and the United States application therefor;

NOW, THEREFORE, be it known that for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor has assigned and transferred by

means of the Unit Purchase Agreement detailed herein to said Assignee, its successors, assigns and legal representatives, nunc pro tunc (as of the actual date of transfer, to wit, on or about August 21, 2103), the entire right, title and interest in and to said mark, the goodwill of the business associated therewith and the application therefor, together with all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of said marks.

IN WITNESS WHEREOF, Assignee has caused this instrument to be signed on the date indicated below.

BEAUTY HOLDING LLC

By:   
(Signature)

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Senior Vice President & Secretary

Dated: 02.19.2014

