

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318363

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Levine Leichtman Capital Partners IV, L.P.		09/26/2014	LIMITED PARTNERSHIP: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Pacific World Corporation
<b>Street Address:</b>	75 Enterprise
<b>City:</b>	Aliso Viejo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92656
<b>Entity Type:</b>	CORPORATION: CALIFORNIA
<b>Name:</b>	PWC Holding Corporation
<b>Street Address:</b>	75 Enterprise
<b>City:</b>	Aliso Viejo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92656
<b>Entity Type:</b>	CORPORATION: DELAWARE
<b>Name:</b>	Pacific World Puerto Rico
<b>Street Address:</b>	75 Enterprise
<b>City:</b>	Aliso Viejo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	92656
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 84**

Property Type	Number	Word Mark
<b>Registration Number:</b>	4032624	2 GO
<b>Serial Number:</b>	85114640	CELEBRATE YOUR NATURAL BEAUTY
<b>Serial Number:</b>	85114626	CELEBRATE YOUR NATURAL BEAUTY
<b>Serial Number:</b>	85114635	CELEBRATE YOUR NATURAL BEAUTY
<b>Serial Number:</b>	85114741	CELEBRATE YOUR NATURAL BEAUTY
<b>Serial Number:</b>	85114744	CELEBRATE YOUR NATURAL BEAUTY
<b>Serial Number:</b>	85114754	CELEBRATE YOUR NATURAL BEAUTY

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	85115024	CELEBRATE YOUR NATURAL BEAUTY
Serial Number:	85115021	CELEBRATE YOUR NATURAL BEAUTY
Serial Number:	85115017	CELEBRATE YOUR NATURAL BEAUTY
Serial Number:	85115012	CELEBRATE YOUR NATURAL BEAUTY
Registration Number:	3987251	COMFORT FLEX
Registration Number:	3628561	COUTURE
Registration Number:	3677603	EASY STICK
Serial Number:	85021387	GEO GIRL
Serial Number:	85021384	GEO GIRL
Serial Number:	85021385	GEO GIRL
Serial Number:	85021383	GEO GIRL
Serial Number:	85267430	GEOBOY
Serial Number:	85267438	GEOBOY
Serial Number:	85267446	GEOBOY
Serial Number:	85267452	GEOBOY
Serial Number:	85267456	GEOBOY
Serial Number:	85267470	GEOBOY
Registration Number:	3963721	GEOGIRL
Registration Number:	3959987	GEOGIRL
Serial Number:	85021381	GEOGIRL
Serial Number:	85031724	GEOGIRL
Serial Number:	85031725	GEOGIRL
Serial Number:	85076143	GEOGIRL
Serial Number:	85076140	GEOGIRL
Serial Number:	85076114	GEOGIRL
Serial Number:	85076126	GEOGIRL
Serial Number:	85076131	GEOGIRL
Serial Number:	85076135	GEOGIRL
Serial Number:	85149722	GEOGIRL
Serial Number:	85146834	GEOGIRL
Serial Number:	85109980	GEOGIRL
Serial Number:	85268376	GEOKIDS
Serial Number:	85268379	GEOKIDS
Serial Number:	85268380	GEOKIDS
Serial Number:	85268388	GEOKIDS
Serial Number:	85268389	GEOKIDS
Serial Number:	85268393	GEOKIDS
Serial Number:	85268398	GEOKIDS
Serial Number:	85268403	GEOKIDS

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	85268405	GEEKIDS
Serial Number:	85237089	GG
Serial Number:	85237085	GG
Serial Number:	85231451	GG
Serial Number:	85231432	GG
Serial Number:	85231428	GG
Serial Number:	85231424	GG
Serial Number:	85231419	GG
Serial Number:	85231415	GG
Serial Number:	85231408	GG
Serial Number:	85231395	GG
Serial Number:	85231390	GG
Serial Number:	85231387	GG
Registration Number:	4016142	GG
Serial Number:	85165216	GG-GIVES
Serial Number:	85144009	GLOW AHEAD
Registration Number:	3976086	GLOW AHEAD
Registration Number:	3826549	HANDCEUTICALS
Serial Number:	85149733	HANDTHROPOLOGY
Serial Number:	85210572	LASH SECRETS
Serial Number:	85210571	LASH SECRETS
Serial Number:	77927386	LASH STUDIO
Registration Number:	3640817	LIGHT AS AIR
Registration Number:	3674390	LOOKS LIKE YOUR OWN ONLY BETTER
Registration Number:	3804841	MODEL RESULTS
Registration Number:	3841440	MYCOCIDE
Registration Number:	3837952	MYCOCIDE
Registration Number:	3797688	NAILCEUTICALS
Registration Number:	3747757	RUNWAY
Registration Number:	3818972	RUNWAY
Serial Number:	85333438	SENSATIONAIL
Registration Number:	3837965	SIMPLE AS... ALWAYS BE CLEAN HAND HYGIEN
Registration Number:	3837966	SIMPLE AS...ABC ALWAYS BE CLEAN HAND HYG
Registration Number:	3580982	SO REAL
Registration Number:	3573380	TOTAL CARE
Registration Number:	3635297	ULTRA QUICK
Registration Number:	3677597	VIRTUALLY YOURS
Serial Number:	85003608	NAILENE BEYOND REAL

**CORRESPONDENCE DATA****Fax Number:** 3128622200*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***Phone:** 3128622000**Email:** rob.soneson@kirkland.com**Correspondent Name:** Rob Soneson**Address Line 1:** 300 N LaSalle**Address Line 2:** Kirkland & Ellis LLP**Address Line 4:** Chicago, ILLINOIS 60654

<b>ATTORNEY DOCKET NUMBER:</b>	18095-1-RFS
--------------------------------	-------------

<b>NAME OF SUBMITTER:</b>	Rob Soneson
---------------------------	-------------

<b>SIGNATURE:</b>	/rsoneson/
-------------------	------------

<b>DATE SIGNED:</b>	09/29/2014
---------------------	------------

**Total Attachments: 7**

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page1.tif

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page2.tif

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page3.tif

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page4.tif

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page5.tif

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page6.tif

source=trademark release (4656-0884) [llcp] - pacific - 9-26-14\_(33589587\_1)#page7.tif

**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

**THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS** (this “Release”) is made as of September 26, 2014 (“Effective Date”), by **Levine Leichtman Capital Partners IV, L.P.**, a Delaware limited partnership, as agent (“Grantee”), in favor of **Pacific World Corporation**, a California corporation, **PWC Holding Corporation**, a Delaware corporation, and **Pacific World Puerto Rico**, a California corporation (collectively, the “Grantors”).

**WHEREAS**, pursuant to the terms and conditions of that certain First Amendment to Trademark Security Agreement by and between Grantors and Grantee, dated as of October 31, 2011 (the “Trademark Security Agreement”), Grantors granted to Grantee a continuing security interest in and to all of Grantors’ right, title and interest in and to all of the trademarks, and registrations of and applications to register the foregoing, and all of the trade names and assumed names owned by Grantors and other collateral referenced therein, including, without limitation, the trademark registrations and trademark applications set forth on Schedule A attached hereto, in each case, together with: (i) the goodwill associated therewith; (ii) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages; and (iii) and any and all proceeds of, collateral for, income, royalties and other payments now or hereafter due and payable with respect to, and supporting obligations relating to, or arising from, any of the foregoing (collectively, the “Trademarks”);

**WHEREAS**, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office (“PTO”) on November 8, 2011, at Reel 4656, Frame 0884;

**WHEREAS**, Grantors have paid all of its outstanding indebtedness to Grantee.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby terminates the Trademark Security Agreement, and hereby terminates, discharges, cancels and releases any and all security interests it has against the Trademarks.

Grantee shall take all further actions, and provide to Grantors, its and their successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by any Grantor to more fully and effectively effectuate the purposes of this Release.

\* \* \* \* \*

**IN WITNESS WHEREOF**, Grantee has caused this Release to be executed by its duly authorized representative as of the Effective Date.

**GRANTEE:**

**Levine Leichtman Capital Partners IV, L.P.**

By: 

Name: Steven E. Hartman

Title: Authorized Signatory

**SCHEDULE A**  
**TRADEMARKS**

<b>No.</b>	<b>Trademark</b>	<b>Jurisdiction</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Owner</b>
1.	2GO	USA	4032624	September 27, 2011	Pacific World Corporation
2.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85114640	N/A	Pacific World Corporation
3.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85114626	N/A	Pacific World Corporation
4.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85114635	N/A	Pacific World Corporation
5.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85114741	N/A	Pacific World Corporation
6.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85114744	N/A	Pacific World Corporation
7.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85114754	N/A	Pacific World Corporation
8.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85115024	N/A	Pacific World Corporation
9.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85115021	N/A	Pacific World Corporation
10.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85115017	N/A	Pacific World Corporation
11.	CELEBRATE YOUR NATURAL BEAUTY	USA	Pending - Application No. 85115012	N/A	Pacific World Corporation
12.	COMFORT FLEX	USA	3987251	June 28, 2011	Pacific World Corporation
13.	COUTURE	USA	3628561	May 26, 2009	Pacific World Corporation
14.	EASY STICK	USA	3677603	September 1, 2009	Pacific World Corporation
15.	GEOGIRL	USA	Pending - Application No. 85021387	N/A	Pacific World Corporation
16.	GEO GIRL	USA	Pending - Application No. 85021384	N/A	Pacific World Corporation

(4656/0884)  
LLCP\_PWC\_Trademark  
Release (KE  
9.20.14):33546017\_1

- 3 -

**TRADEMARK**  
**REEL: 005370 FRAME: 0728**

<u>No.</u>	<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Owner</u>
17.	GEOGIRL	USA	Pending - Application No. 85021385	N/A	Pacific World Corporation
18.	GEOGIRL	USA	Pending - Application No. 85021383	N/A	Pacific World Corporation
19.	GEOBOY	USA	Pending - Application No. 85267430	N/A	Pacific World Corporation
20.	GEOBOY	USA	Pending - Application No. 85267438	N/A	Pacific World Corporation
21.	GEOBOY	USA	Pending - Application No. 85267446	N/A	Pacific World Corporation
22.	GEOBOY	USA	Pending - Application No. 85267452	N/A	Pacific World Corporation
23.	GEOBOY	USA	Pending - Application No. 85267456	N/A	Pacific World Corporation
24.	GEOBOY	USA	Pending - Application No. 85267470	N/A	Pacific World Corporation
25.	GEOGIRL	USA	3963721	May 17,2011	Pacific World Corporation
26.	GEOGIRL	USA	3959987	May 10,2011	Pacific World Corporation
27.	GEOGIRL	USA	Pending - Application No. 85021381	N/A	Pacific World Corporation
28.	GEOGIRL	USA	Pending - Application No. 85031724	N/A	Pacific World Corporation
29.	GEOGIRL	USA	Pending - Application No. 85031725	N/A	Pacific World Corporation
30.	GEOGIRL	USA	Pending - Application No. 85076143	N/A	Pacific World Corporation
31.	GEOGIRL	USA	Pending - Application No. 85076140	N/A	Pacific World Corporation
32.	GEOGIRL	USA	Pending - Application No. 85076114	N/A	Pacific World Corporation

(4656/0884)  
LLCP\_PWC\_Trademark  
Release (KE  
9.20.14):33546017\_1

- 4 -

**TRADEMARK**  
**REEL: 005370 FRAME: 0729**



<u>No.</u>	<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Owner</u>
33.	GEOGIRL	USA	Pending - Application No. 85076126	N/A	Pacific World Corporation
34.	GEOGIRL	USA	Pending - Application No. 85076131	N/A	Pacific World Corporation
35.	GEOGIRL	USA	Pending - Application No. 85076135	N/A	Pacific World Corporation
36.	GEOGIRL	USA	Pending - Application No. 85149722	N/A	Pacific World Corporation
37.	GEOGIRL	USA	Pending - Application No. 85146834	N/A	Pacific World Corporation
38.	GEOGIRL	USA	Pending - Application No. 85109980	N/A	Pacific World Corporation
39.	GEOKIDS	USA	Pending - Application No. 85268376	N/A	Pacific World Corporation
40.	GEOKIDS	USA	Pending - Application No. 85268379	N/A	Pacific World Corporation
41.	GEOKIDS	USA	Pending - Application No. 85268380	N/A	Pacific World Corporation
42.	GEOKIDS	USA	Pending - Application No. 85268388	N/A	Pacific World Corporation
43.	GEOKIDS	USA	Pending - Application No. 85268389	N/A	Pacific World Corporation
44.	GEOKIDS	USA	Pending - Application No. 85268393	N/A	Pacific World Corporation
45.	GEOKIDS	USA	Pending - Application No. 85268398	N/A	Pacific World Corporation
46.	GEOKIDS	USA	Pending - Application No. 85268403	N/A	Pacific World Corporation
47.	GEOKIDS	USA	Pending - Application No. 85268405	N/A	Pacific World Corporation

(4656/0884)  
LLCP\_PWC\_Trademark  
Release (KE  
9.20.14):33546017\_1

- 5 -

<u>No.</u>	<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Owner</u>
48.	GG (ILLUSTRATION)	USA	Pending - Application No. 85237089	N/A	Pacific World Corporation
49.	GG (ILLUSTRATION)	USA	Pending - Application No. 85237085	N/A	Pacific World Corporation
50.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231451	N/A	Pacific World Corporation
51.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231432	N/A	Pacific World Corporation
52.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231428	N/A	Pacific World Corporation
53.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231424	N/A	Pacific World Corporation
54.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231419	N/A	Pacific World Corporation
55.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231415	N/A	Pacific World Corporation
56.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231408	N/A	Pacific World Corporation
57.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231395	N/A	Pacific World Corporation
58.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231390	N/A	Pacific World Corporation
59.	GG (ILLUSTRATION)	USA	Pending - Application No. 85231387	N/A	Pacific World Corporation
60.	GG (ILLUSTRATION)	USA	4016142	August 23, 2011	Pacific World Corporation
61.	GG-GIVES	USA	Pending - Application No. 85165216	N/A	Pacific World Corporation
62.	GLOW AHEAD	USA	Pending - Application No. 85144009	N/A	Pacific World Corporation
63.	GLOW AHEAD	USA	3976086	June 7, 2011	Pacific World Corporation

(4656/0884)  
LLCP\_PWC\_Trademark  
Release (KE  
9.20.14):33546017\_1

- 6 -

<u>No.</u>	<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Owner</u>
64.	HANDCEUTICALS	USA	3826549 (application no. 78969883)	July 27, 2010	Pacific World Corporation
65.	HANDTHROPOLOGY	USA	Pending - Application No. 85149733	N/A	Pacific World Corporation
66.	LASH SECRETS	USA	Pending - Application No. 85210572	N/A	Pacific World Corporation
67.	LASH SECRETS	USA	Pending - Application No. 85210571	N/A	Pacific World Corporation
68.	LASH STUDIO	USA	Pending - Application No. 77927386	N/A	Pacific World Corporation
69.	LIGHT AS AIR	USA	3640817	June 16, 2009	Pacific World Corporation
70.	LOOKS LIKE YOUR OWN ONLY BETTER	USA	3674390	August 25, 2009	Pacific World Corporation
71.	MODEL RESULTS	USA	3804841	June 15, 2010	Pacific World Corporation
72.	MYCOCIDE	USA	3841440	August 31, 2010	Pacific World Corporation
73.	MYCOCIDE	USA	3837952	August 24, 2010	Pacific World Corporation
74.	NAILCEUTICALS	USA	3797688	June 1, 2010	Pacific World Corporation
75.	RUNWAY	USA	3747757	February 9, 2010	Pacific World Corporation
76.	RUNWAY	USA	3818972	July 13, 2010	Pacific World Corporation
77.	SENSATIONAIL	USA	Pending - Application No. 85333438	N/A	Pacific World Corporation
78.	SIMPLE AS ABC (ILLUSTRATION)	USA	3837965	August 24, 2010	Pacific World Corporation
79.	SIMPLE AS...ABC ALWAYS BE CLEAN HAND HYGIENE PROGRAM	USA	3837966	August 24, 2010	Pacific World Corporation
80.	SO REAL	USA	3580982	February 24, 2009	Pacific World Corporation
81.	TOTAL CARE	USA	3573380	February 10, 2009	Pacific World Corporation
82.	ULTRA QUICK	USA	3635297	June 9, 2009	Pacific World Corporation
83.	VIRTUALLY YOURS	USA	3677597	September 1, 2009	Pacific World Corporation
84.	NAILENE BEYOND REAL	USA	Pending - Application No. 85003608	N/A	Pacific World Corporation

(4656/0884)  
LLCP\_PWC\_Trademark  
Release (KE  
9.20.14):33546017\_1

- 7 -