

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM327139

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nail Alliance - Entity, Inc.		12/18/2014	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Entra Holdings, Inc.		
Street Address:	Two North Riverside Plaza, Suite 1500		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3115202	ENTITY	
Registration Number:	3091618	ENTITY	
Registration Number:	3091620	ENTITY	
Registration Number:	3166418	TT	
Registration Number:	4267206	ENTITY ONE COLOR COUTURE	
Registration Number:	4267207	ENTITY 1 COLOR COUTURE	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<i>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.</i>			
Phone:	312.269.8000		
Email:	temanuelson@ngelaw.com		
Correspondent Name:	Thomas C. McDonough		
Address Line 1:	2 North LaSalle Street, Suite 1700		
Address Line 2:	Neal, Gerber & Eisenberg, LLP		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	14906-0024		
NAME OF SUBMITTER:	Thomas C. Mcdonough		
SIGNATURE:	/Thomas McDonough/		
DATE SIGNED:	12/23/2014		

CH \$165.00 3115202

Total Attachments: 3

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NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS

TO THE UNITED STATES PATENT AND TRADEMARK OFFICE:

Pursuant to a Security Agreement, dated as of December 18, 2014 (the "Agreement"), by and between Nail Alliance - Entity, Inc., a Missouri corporation ("Debtor"), and Entra Holdings, Inc., a Delaware corporation f/k/a Entity Beauty, Inc. ("Payee"), Debtor has granted Payee a continuing security interest in and lien upon the following trademarks and trademark registrations owned by Debtor:

TRADEMARK	REG. NUMBER	REG. DATE
ENTITY	3115202	July 11, 2006
ENTITY	3091618	May 9, 2006
ENTITY (& DESIGN)	3091620	May 9, 2006
TT (STYLIZED)	3166418	October 31, 2006
ENTITY ONE COLOR COUTURE	4267206	January 1, 2013
ENTITY 1 COLOR COUTURE (LOGO MARK)	4267207	January 1, 2013

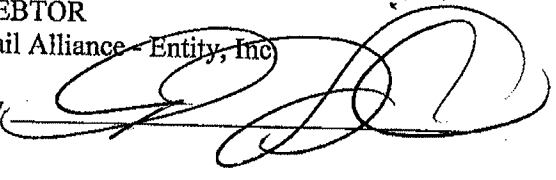
Debtor and Payee acknowledge and agree that the security interest granted by Debtor to Payee in the foregoing trademarks and trademark registrations may only be terminated in accordance with the terms of the Agreement.

Debtor and Payee further acknowledge and agree that this Notice of Grant of Security Interest in Trademarks shall be filed with the United States Patent & Trademark Office and shall constitute evidence and notice of the security interest granted by Debtor to Payee in the foregoing trademarks and trademark registrations.

[END OF NOTICE. SIGNATURE PAGES FOLLOW]

Executed this 18 day of December, 2014.

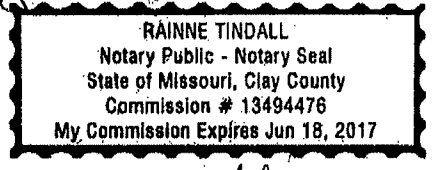
DEBTOR
Nail Alliance - Entity, Inc

By 

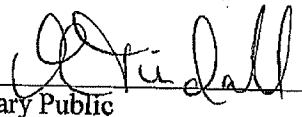
STATE OF Missouri)
) SS.
COUNTY OF CLAY), to-wit:

18th The foregoing instrument was acknowledged before me in the jurisdiction aforesaid this day of December, 2014, by Gari-Dawn Tinger, who signed on behalf of Nail Alliance - Entity, Inc. and with the authority to do so.

My Commission Expires: 6.18.17
My Reg. No.: 13494476



WITNESS my hand and official seal.


Notary Public

Executed this 18th day of December, 2014.

PAYEE
Entra Holdings, Inc.

By Vicki G. Heller

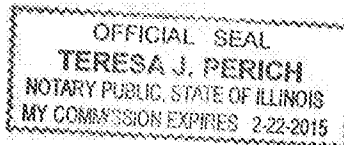
STATE OF Illinois)
) SS.
COUNTY OF Cook), to-wit:

18th The foregoing instrument was acknowledged before me in the jurisdiction aforesaid this day of December, 2014, by Vicki G. Heller, who signed on behalf of Entra Holdings, Inc., a Delaware corporation f/k/a Entity Beauty, Inc. and with the authority to do so.

My Commission Expires: 2-22-14
My Reg. No.: _____

WITNESS my hand and official seal.

Teresa J. Perich
Notary Public



014906.0024:20554203.1