

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM419291

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. BANK NATIONAL ASSOCIATION		03/10/2017	NATIONAL ASSOCIATION: UNITED STATES
RECEIVING PARTY DATA			
Name:	BEAUTY BRANDS, LLC		
Street Address:	4600 Madison Avenue, Suite 500		
City:	Kansas City		
State/Country:	CALIFORNIA		
Postal Code:	64112		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
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:	2596917	TAKE 10	
Registration Number:	4361586	BEAUTY BRANDS	
Serial Number:	85769281	TAKE 10	
Serial Number:	85847930	LASH BASH	
CORRESPONDENCE DATA			
Fax Number:	2138960400		
<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:	213-891-5604		
Email:	aarnelle@buchalter.com		
Correspondent Name:	Amy Arnelle		
Address Line 1:	1000 Wilshire Boulevard, Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		

CH \$265.00 2682975

NAME OF SUBMITTER:	Amy Arnelle
SIGNATURE:	/Amy Arnelle/
DATE SIGNED:	03/10/2017
Total Attachments: 3 source=2 Trademark Release (by US Bank)#page1.tif source=2 Trademark Release (by US Bank)#page2.tif source=2 Trademark Release (by US Bank)#page3.tif	

RELEASE OF SECURITY INTERESTS IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS ("Release") is made as of this 10th day of March, 2017, by U.S. BANK NATIONAL ASSOCIATION, as Administrative Agent ("Administrative Agent"), in favor of BEAUTY BRANDS, LLC, a Delaware limited liability company ("Company").

Reference is made to that certain Payoff Letter dated as of March 10, 2017 between Administrative Agent and Company (the "Payoff Letter").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Payoff Letter, Administrative Agent hereby releases all liens, security interests, right, title and interest of the Administrative Agent granted by Company in favor of Administrative Agent (collectively, the "Liens") in and to each of the trademarks listed on Schedule A attached hereto, which Liens are evidenced by that certain Patent and Trademark Security Agreement, dated as of December 23, 2013, executed by Company in favor of Administrative Agent and recorded with the United States Patent and Trademark Office on December 26, 2013 at Reel/Frame 5182/0120 and with the Canadian Intellectual Property Office on January 7, 2014 at File Number 1150510, and reassigns to the Company without recourse or representation or warranty, express or implied, and the goodwill associated therewith and authorizes and requests each of the Commissioner of Patents and Trademarks of the United States of America and the Canadian Intellectual Property Office to note and record the existence of the release hereby given.

[Signature Page Follows]

IN WITNESS WHEREOF, Administrative Agent has caused this Release to be executed
by its authorized officer as of the date of this Release.

**U.S. BANK NATIONAL ASSOCIATION, as
Administrative Agent**

By: 

Name:

Jason Nodler

Title:

Managing Director

SCHEDULE A

U.S. Registered Trademarks

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE
BEAUTY BRANDS	76/345,349	Registered	2,682,975	2/4/2003
BEAUTY BRANDS SALON SPA SUPERSTORE	76/165,628	Registered	2,699,344	3/25/2003
BEAUTY BRANDS SALON SPA AND SUPERSTORE and Design	75/637,010	Registered	2,343,005	4/18/2000
BEAUTY BRANDS SALON SUPERSTORE and Design	74/658,798	Registered	2,475,978	8/7/2001
BEAUTY BRANDS SUPERSALON	75/428,213	Registered	2,411,475	12/5/2000
DISCOVER THE BEAUTY	76/382,066	Registered	2,733,281	7/1/2003
TAKE10	76/067,701	Registered	2,596,917	7/23/2002
BEAUTY BRANDS	85/837,771	Registered	4,361,586	7/2/2013

U.S. Applications for Trademark Registration

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE
TAKE10	85/769,281	Pending	n/a	n/a
LASH BASH	85/847,930	Pending	n/a	n/a

Canadian Registered Trademarks

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE
BEAUTY BRANDS	1150510	Registered	TMA725,961	10/14/2008

Canadian Applications for Trademark Registration

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE
TAKE 10	1,613,283	Pending	n/a	n/a