

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM440018

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Armstrong McCall, L.P.		07/06/2017	Limited Partnership:
Beauty Holding LLC		07/06/2017	Limited Liability Company:
Beauty Systems Group LLC		07/06/2017	Limited Liability Company:
Innovations - Successful Salon Services		07/06/2017	Corporation:

RECEIVING PARTY DATA

Name:	JPMORGAN CHASE BANK., N.A.
Street Address:	2200 Ross Avenue, 9th Floor
City:	Dallas
State/Country:	TEXAS
Postal Code:	75201
Entity Type:	Limited Liability Company: NEW JERSEY

PROPERTY NUMBERS Total: 227

Property Type	Number	Word Mark
Registration Number:	4386342	ARMSTRONG MCCALL
Registration Number:	1675418	ARMSTRONG MCCALL
Registration Number:	3355085	WORLD'S FAIR OF COSMETIC ARTS AND SCIENC
Registration Number:	4603177	MARULA NATURE
Registration Number:	3235416	GET'N WAVES
Registration Number:	3198974	HEEL TO TOE
Registration Number:	2885035	AIR HEAD
Registration Number:	2789827	BADA BING
Registration Number:	2392377	BATH SECRETS
Registration Number:	3086020	BEACH HEAD
Registration Number:	3127498	BEAUTIQUE
Registration Number:	2114289	BEAUTIQUE
Registration Number:	1884486	BEAUTY SECRETS
Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	4712922	
Registration Number:	3419661	BEE KISSED

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3419418	BEE KISSED
Registration Number:	2249895	BEST TRESSED
Registration Number:	2265665	BEYOND BELIEF
Registration Number:	3485915	BEYOND BELIEF
Registration Number:	2846710	BEYOND BELIEF
Registration Number:	2882901	BEYOND THE ZONE
Registration Number:	2923001	BEYOND THE ZONE
Registration Number:	5134310	BITZY
Registration Number:	2562797	BLOND BRILLIANCE
Registration Number:	3269238	BRUSH STROKES
Registration Number:	2972621	BSG
Registration Number:	4293147	BTZ
Registration Number:	4868557	CHROMAXTEND
Registration Number:	2962331	COLOR BOMBZ
Registration Number:	3690077	COLOR BRILLIANCE
Registration Number:	1899532	COLOR BRILLIANCE
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2861230	COLOR JAMZ
Registration Number:	3432963	COLORESSE
Registration Number:	3494973	CRYSTAL D'ORO
Registration Number:	4568829	CURL 3HD
Registration Number:	3358849	DEMENTED
Registration Number:	3128126	DERANGED
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	3547836	DESIGNING SILK
Registration Number:	3544553	DL
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	0868250	ELAN
Registration Number:	3498953	EVOLVE
Registration Number:	3498954	EVOLVE
Registration Number:	4313522	EXPRESS LOCS
Registration Number:	2849567	FACE SECRETS
Registration Number:	2846498	FACE SECRETS
Registration Number:	3502711	FAVE FOTO
Registration Number:	4386865	FC FEMME COUTURE
Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	3554727	FEMME COUTURE
Registration Number:	3947852	FEMME COUTURE

Property Type	Number	Word Mark
Registration Number:	3558403	FINAL TAKE
Registration Number:	1187293	FINGERPAINTS
Registration Number:	3432964	FIRST MAIDEN
Registration Number:	3502684	FLAWLESS TOUCH
Registration Number:	2830853	FLIPPED OUT
Registration Number:	4548310	FOCUS ESTILISTA
Registration Number:	1678208	FOR PERMS ONLY
Registration Number:	3388714	FOR THE UNCOMMON HAIR EXPERIENCE
Registration Number:	4573524	FP
Registration Number:	3347151	FRIZZ ZAPPER
Registration Number:	2724419	FROZEN STIFF
Registration Number:	3775995	GATOR
Registration Number:	3632859	GENERIC VALUE PRODUCTS
Registration Number:	2180526	GENERIC VALUE PRODUCTS
Registration Number:	3245401	GENERIC VALUE PRODUCTS
Registration Number:	3170628	GENERIC VALUE PRODUCTS
Registration Number:	2830813	GET'N CREAMED
Registration Number:	2968063	GRIPPER
Registration Number:	3115264	GVP
Registration Number:	3113018	GVP
Registration Number:	3596426	GVP
Registration Number:	4562594	HAIRSCRIPTION
Registration Number:	4459793	HAIRTENSITY
Registration Number:	3485764	HEATMASTER
Registration Number:	3226202	HIDE RIDGES
Registration Number:	3750316	HOOP-LA
Registration Number:	3419030	HOT N SILKY
Registration Number:	4009537	HOT N SILKY
Registration Number:	4444360	I.FUSION HEAT THERAPY
Registration Number:	3511017	INTENSE COLOR COMPLEX
Registration Number:	3410256	INTENSIVE SHINE
Registration Number:	3529010	ION
Registration Number:	2760298	ION
Registration Number:	1320267	ION
Registration Number:	3071641	ION
Registration Number:	4966457	ION
Registration Number:	5015383	ION
Registration Number:	5112146	ION

Property Type	Number	Word Mark
Registration Number:	5134655	ION SENSITIVE SCALP
Registration Number:	3171617	ION SENSITIVE SCALP
Registration Number:	2765664	LAST CALL
Registration Number:	5019339	LICENSED TO CREATE
Registration Number:	4697123	LOXA BEAUTY
Registration Number:	1726434	MARLO BEAUTY SUPPLY
Registration Number:	2359609	MEDILIP
Registration Number:	3166089	MEGASILK
Registration Number:	2846753	METAGRIP
Registration Number:	3468666	MINERAL EFFECTS
Registration Number:	4343997	MODERN ELEMENTS
Registration Number:	5221968	MODERN ELEMENTS
Registration Number:	4013162	MONSTER LASH
Registration Number:	4489235	MYSTIC DIVINE
Registration Number:	2650144	NAIL LIFE
Registration Number:	3512597	NATURAL IONIC ENERGY
Registration Number:	3512598	NATURAL IONIC ENERGY
Registration Number:	3512613	NATURAL IONIC ENERGY
Registration Number:	4502482	NATURALLY SILK ELEMENTS
Registration Number:	1769609	NET EFFECT
Registration Number:	0799630	NEW IMAGE
Registration Number:	3755086	NEW IMAGE
Registration Number:	3378312	NEX.FAZE
Registration Number:	2765665	NOODLE HEAD
Registration Number:	3772390	ONE STROKE
Registration Number:	3779591	PERPETUAL HEAT
Registration Number:	3327607	PLUGGED IN
Registration Number:	3362209	PLUGGED IN
Registration Number:	3378441	PLUGGED IN
Registration Number:	3309951	PLUGGED IN GED
Registration Number:	5221998	POPSI CURLS
Registration Number:	3468816	POWER IQ
Registration Number:	2360769	POWER LIFT
Registration Number:	1152062	PRO CARE
Registration Number:	2404574	PROCLAIM
Registration Number:	2936960	PROCLAIM
Registration Number:	3359455	PROMATE
Registration Number:	2793048	PROTEIN COCKTAIL

Property Type	Number	Word Mark
Registration Number:	2418929	PUCKER UPS
Registration Number:	2652574	QUICK WHITE
Registration Number:	2861295	RASPBERRY KAMIKAZE
Registration Number:	4289976	RETRO VINYL
Registration Number:	2675527	ROCK ON
Registration Number:	2316754	SALLY
Registration Number:	1763527	SALLY
Registration Number:	2810775	SALLY BEAUTY
Registration Number:	2582384	SALLY BEAUTY
Registration Number:	4894770	SALLY BEAUTY
Registration Number:	4894771	SALLYBEAUTY
Registration Number:	4963814	SALLY BEAUTY
Registration Number:	4972245	SALLY BEAUTY
Registration Number:	4941345	SALLY BEAUTY
Registration Number:	4972244	SALLY BEAUTY
Registration Number:	4968024	SALLY BEAUTY
Registration Number:	5069897	SALLY BEAUTY
Registration Number:	2799286	SALLY BEAUTY SUPPLY
Registration Number:	3978646	SALLY GIRL
Registration Number:	3866355	SALLY GIRL
Registration Number:	3127488	SALLY GIRL
Registration Number:	3377854	SALLYMATE
Registration Number:	2083563	SALON CARE
Registration Number:	2540686	SALON CARE
Registration Number:	2301571	SALON CARE
Registration Number:	2765791	SALON CARE
Registration Number:	2850945	SALON CARE
Registration Number:	3588528	SALON CARE BLUE FLASH
Registration Number:	3348016	SALON-MATE
Registration Number:	3677392	SATIN STRANDS
Registration Number:	3256897	SATIN STRANDS
Registration Number:	2806741	SAVAGE BRONZE
Registration Number:	3011362	SHEER GLORY
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	3592501	SILK ELEMENTS
Registration Number:	4195570	SILK ELEMENTS KERA MINERALS
Registration Number:	3136681	SILKEN CHILD
Registration Number:	3532023	SO GORGEOUS

Property Type	Number	Word Mark
Registration Number:	2885024	SPIKE IT
Registration Number:	2830863	SPLIT MENDER
Registration Number:	2362945	STIFF HEAD
Registration Number:	3935011	STOW 'N GO
Registration Number:	3944188	STOW 'N GO
Registration Number:	4122785	STRAIGHT N' SPIRAL
Registration Number:	3323578	STRAIGHT SHOT
Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	3944266	STYLE IT UP
Registration Number:	3240784	STYLE IT UP
Registration Number:	4593373	STYLER HD
Registration Number:	3494978	SUPER JUICIES SHEER
Registration Number:	2088126	SURE-BOND
Registration Number:	3967014	TAHITI WOOD
Registration Number:	3166170	TANWISE
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	3419320	TOOL SCIENCE
Registration Number:	3419321	TOOL SCIENCE
Registration Number:	3346276	TOOL SCIENCE
Registration Number:	3346277	TOOL SCIENCE
Registration Number:	3825067	TOOL STRUCTURE
Registration Number:	3775415	TOOL STRUCTURE
Registration Number:	3677502	TOTAL IMPACT
Registration Number:	3390960	TURN UP THE HEAT
Registration Number:	4184130	VENIQUE
Registration Number:	4847212	VIAPLEX
Registration Number:	4456198	VINTAGE GLAM
Registration Number:	3495875	WAX IT UP
Registration Number:	3338819	WET LOOK
Registration Number:	1284849	WET LOOK
Registration Number:	2425130	WHATEVER YOU WANT. WHENEVER YOU NEED IT.
Registration Number:	2322182	WILDEST DREAMS
Registration Number:	3667152	ZERO TO SEXY
Registration Number:	3401828	NATURAL 7 OIL
Registration Number:	3207377	MAD MUD
Registration Number:	3294067	NATURAL BALANCE
Registration Number:	3930611	FUSION ENERGY OF BEAUTY
Registration Number:	3174884	SILK ELEMENTS REVIVE & RESTORE

Property Type	Number	Word Mark
Registration Number:	3948900	LIGHTNING LASH
Registration Number:	3887715	METALWORX
Registration Number:	3884022	SILVERBACK
Registration Number:	3883923	NATURAL FOCUS
Registration Number:	3905139	MISS MOJO
Registration Number:	3911777	MINI MOJO
Registration Number:	3914883	CRIMP MY STYLE
Registration Number:	3494946	SAVVY
Registration Number:	3347997	CRYSTAL BRILLANTE
Registration Number:	799629	NEW IMAGE
Registration Number:	3923416	INSPIRED BY NATURE
Registration Number:	2029967	QUICKSHIP
Registration Number:	806155	NATURAL BALANCE
Registration Number:	2820578	BARNUM
Registration Number:	2763114	VICTORY
Registration Number:	2043011	COSMOPROF
Registration Number:	2025319	COSMOPROF
Registration Number:	3678570	COSMOPROF
Registration Number:	3678571	COSMOPROF
Serial Number:	86122036	LOXA
Serial Number:	87200266	ION

CORRESPONDENCE DATA

Fax Number:

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.

Email: bryan.brooks@freshfields.com

Correspondent Name: John Eckhouse

Address Line 1: 2200 Ross Avenue, 9th Floor

Address Line 4: Dallas, TEXAS 75201

NAME OF SUBMITTER:	Bryan A. Brooks
SIGNATURE:	/Bryan A. Brooks/
DATE SIGNED:	08/21/2017

Total Attachments: 19

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT ("Trademark Security Agreement"), dated as of July 6, 2017, is made by and among SALLY HOLDINGS LLC, a Delaware limited liability company (the "Company"), SALLY CAPITAL INC., a Delaware corporation ("Sally Capital" and, together with the Company, each individually a "Borrower" and collectively the "Borrowers"), SALLY BEAUTY HOLDINGS, INC. ("Holding") and SALLY INVESTMENT HOLDINGS LLC ("Intermediate Holdings", and together with Holding, the "Parent Guarantors"), the Subsidiaries of the Borrowers identified herein (and together with each Borrower and each Parent Guarantor, each individually a "Grantor" and collectively the "Grantors"), in favor of JPMORGAN CHASE BANK, N.A., (the "Collateral Agent"), as collateral agent for the secured parties under the Security Agreement referred to below (the "Secured Parties").

WHEREAS, the Grantors have entered into that certain Credit Agreement dated as of July 6, 2017 (the "Credit Agreement"), with, inter alia, the Collateral Agent and lenders party thereto (the "Lenders").

WHEREAS, as a condition precedent to the making of the loans by the Lenders under the Credit Agreement, each Grantor has executed and delivered to the Collateral Agent that certain Security Agreement dated as of July 6, 2017, made by and among the Grantors and the Collateral Agent (the "Security Agreement").

WHEREAS, under the terms of the Security Agreement, the Grantors have granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in, among other property, certain intellectual property of the Grantors, and have agreed to execute and deliver this Trademark Security Agreement for recording with governmental authorities, including, but not limited to, the United States Trademark and Trademark Office.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Grant of Security. Each Grantor hereby pledges and grants to the Collateral Agent for the ratable benefit of the Secured Parties a security interest in and to all of the right, title and interest of such Grantor in, to and under the following (the "Trademark Collateral"):

- (a) the trademark registrations and applications owned by such Grantor and trademarks and trademark applications licensed to such Grantor, in each case as set forth in Schedule 1 hereto, together with the goodwill connected with the use of and symbolized thereby, and all extensions and renewals thereof (the "Trademarks"), excluding only United States intent-to-use trademark applications to the extent that, and solely during the period in which, the grant, attachment, or enforcement of a security interest therein would, under applicable federal law, impair the registrability of such applications or the validity or enforceability of registrations issuing from such applications;
- (b) all rights of any kind whatsoever of such Grantor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

- (c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and
- (d) any and all claims and causes of action, with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation. Each Grantor authorizes the Commissioner of Trademarks and any other government officials to record and register this Trademark Security Agreement upon request by the Collateral Agent.

3. Loan Documents. This Trademark Security Agreement has been entered into pursuant to and in conjunction with the Security Agreement, which is hereby incorporated by reference. The provisions of the Security Agreement shall supersede and control over any conflicting or inconsistent provision herein. The rights and remedies of the Collateral Agent with respect to the Trademark Collateral are as provided by the Credit Agreement, the Security Agreement and related documents, and nothing in this Trademark Security Agreement shall be deemed to limit such rights and remedies.

4. Execution in Counterparts. This Trademark Security Agreement may be executed in counterparts (and by different parties hereto in different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. Delivery of an executed counterpart of a signature page to this Trademark Security Agreement by facsimile or in electronic transmission (i.e., "pdf" or "tif" format) shall be effective as delivery of a manually executed counterpart of this Trademark Security Agreement.

5. Successors and Assigns. This Trademark Security Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Security Agreement and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Trademark Security Agreement and the transactions contemplated hereby and thereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

ARMSTRONG MCCALL, L.P.
BEAUTY HOLDING LLC
BEAUTY SYSTEMS GROUP LLC
INNOVATIONS – SUCCESSFUL SALON SERVICES

By: 

Name: Donald T. Grimes

Title: Senior Vice President and Chief Financial Officer

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 006135 FRAME: 0950

AGREED TO AND ACCEPTED:

JPMORGAN CHASE BANK, N.A.

as Collateral Agent

By: 

Name: Jon Eckhouse

Title: Authorized Officer

Address for Notices:

2200 Ross Avenue, 9th Floor
Dallas, TX 75201

[Signature Page to Trademark Security Agreement]

TRADEMARK

REEL: 006135 FRAME: 0951

TRADEMARK/TRADE NAMES OWNED BY ARMSTRONG McCALL, L.P.

U.S. Trademark Registrations

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
ARMSTRONG MCCALL	8/20/2013	4386342
ARMSTRONG MCCALL	2/11/1992	1675418
WORLD'S FAIR OF COSMETIC ARTS AND SCIENCES	12/18/2007	3355085

U.S. Trademark Applications

Mark

Filing Date

Application No.

None

TRADEMARK/TRADE NAMES OWNED BY BEAUTY HOLDING LLC

U.S. Trademark Registrations

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
MARULA NATURE & Design	9/9/2014	4603177
GET'N WAVES	4/24/2007	3235416
HEEL TO TOE	1/16/2007	3198974
AIR HEAD	9/14/2004	2885035
BADA BING	12/2/2003	2789827
BATH SECRETS	10/3/2000	2392377
BEACH HEAD	4/25/2006	3086020
BEAUTIQUE	8/8/2006	3127498
BEAUTIQUE	11/18/1997	2114289
BEAUTY SECRETS	3/21/1995	1884486
BEAUTY SECRETS	9/21/2004	2887503
BEAUTY SECRETS Stylized Black Flower	3/31/2015	4712922
BEE KISSED	4/29/2008	3419661
BEE KISSED	4/29/2008	3419418
BEST TRESSED	6/1/1999	2249895
BEYOND BELIEF	7/27/1999	2265665
BEYOND BELIEF	8/12/2008	3485915
BEYOND BELIEF	5/25/2004	2846710

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
BEYOND THE ZONE	9/7/2004	2882901
BEYOND THE ZONE & Design	2/1/2005	2923001
BITZY	1/31/2017	5134310
BLOND BRILLIANCE	4/23/2002	2562797
BRUSH STROKES	7/24/2007	3269238
BSG	7/19/2005	2972621
BTZ	2/19/2013	4293147
CHROMAXTEND	12/8/2015	4868557
COLOR BOMBZ	6/14/2005	2962331
COLOR BRILLIANCE	9/29/2009	3690077
COLOR BRILLIANCE	6/13/1995	1899532
COLOR DEFENSE	3/16/2004	2823066
COLOR JAMZ	7/6/2004	2861230
COLORESSE	5/20/2008	3432963
CRYSTAL D'ORO	9/2/2008	3494973
CURL 3HD	7/15/2014	4568829
DEMENTED	12/25/2007	3358849
DERANGED	8/8/2006	3128126
DESIGN LENGTHS	7/29/2008	3477197

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
DESIGNING SILK	12/16/2008	3547836
DL & Design	12/9/2008	3544553
EFFECTIVE CARE	3/2/1999	2228458
ELAN	4/15/1969	0868250
EVOLVE & Design	9/9/2008	3498953
EVOLVE	9/9/2008	3498954
EXPRESS LOCS	4/2/2013	4313522
FACE SECRETS	6/1/2004	2849567
FACE SECRETS	5/25/2004	2846498
FAVE FOTO	9/16/2008	3502711
FC FEMME COUTURE & Design	8/20/2013	4386865
FEELS LIKE NEW	2/3/2004	2811813
FEMME COUTURE	12/30/2008	3554727
FEMME COUTURE	4/19/2011	3947852
FINAL TAKE	1/6/2009	3558403
FINGERPAINTS	1/26/1982	1187293
FIRST MAIDEN	5/20/2008	3432964
FLAWLESS TOUCH	9/16/2008	3502684
FLIPPED OUT	4/6/2004	2830853

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
FOCUS ESTILISTA	6/10/2014	4548310
FOR PERMS ONLY & Design	3/10/1992	1678208
FOR THE UNCOMMON HAIR EXPERIENCE	2/26/2008	3388714
FP and Design	7/22/2014	4573524
FRIZZ ZAPPER	12/4/2007	3347151
FROZEN STIFF	6/10/2003	2724419
GATOR	4/13/2010	3775995
GENERIC VALUE PRODUCTS	6/2/2009	3632859
GENERIC VALUE PRODUCTS	8/11/1998	2180526
GENERIC VALUE PRODUCTS	5/22/2007	3245401
GENERIC VALUE PRODUCTS	11/14/2006	3170628
GET'N CREAMED	4/6/2004	2830813
GRIPPER	7/12/2005	2968063
GVP	7/11/2006	3115264
GVP	7/4/2006	3113018
GVP	3/24/2009	3596426
HAIRSCRIPTION	7/8/2014	4562594
HAIRTENSITY	12/31/2013	4459793
HEATMASTER	8/12/2008	3485764

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
HIDE RIDGES	4/3/2007	3226202
HOOP-LA	2/16/2010	3750316
HOT N SILKY	4/29/2008	3419030
HOT N SILKY	8/9/2011	4009537
LFUSION HEAT THERAPY	12/3/2013	4444360
INTENSE COLOR COMPLEX	10/7/2008	3511017
INTENSIVE SHINE	4/8/2008	3410256
ION	11/4/2008	3529010
ION	9/2/2003	2760298
ION	2/19/1985	1320267
ION	3/21/2006	3071641
ION	5/24/2016	4966457
ION & Design	8/9/2016	5015383
ION & Design	1/3/2017	5112146
ION SENSITIVE SCALP & Design	1/31/2017	5134655
ION SENSITIVE SCALP & Design	11/14/2006	3171617
LAST CALL	9/16/2003	2765664
LICENSED TO CREATE	8/9/2016	5019339
LOXA BEAUTY & Design	3/3/2015	4697123

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
MARLO BEAUTY SUPPLY & Design	10/20/1992	1726434
MEDILIP	6/20/2000	2359609
MEGASILK	10/31/2006	3166089
METAGRIP	5/25/2004	2846753
MINERAL EFFECTS	7/15/2008	3468666
MODERN ELEMENTS	5/28/2013	4343997
MODERN ELEMENTS	6/13/2017	5221968
MONSTER LASH	8/16/2011	4013162
MYSTIC DIVINE	2/25/2014	4489235
NAIL LIFE	11/12/2002	2650144
NATURAL IONIC ENERGY	10/7/2008	3512597
NATURAL IONIC ENERGY	10/7/2008	3512598
NATURAL IONIC ENERGY	10/7/2008	3512613
NATURALLY SILK ELEMENTS	3/25/2014	4502482
NET EFFECT	5/11/1993	1769609
NEW IMAGE	11/30/1965	0799630
NEW IMAGE	3/2/2010	3755086
NEX.FAZE	2/5/2008	3378312
NOODLE HEAD	9/16/2003	2765665

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
ONE STROKE	4/6/2010	3772390
PERPETUAL HEAT	4/20/2010	3779591
PLUGGED IN	10/30/2007	3327607
PLUGGED IN	1/1/2008	3362209
PLUGGED IN GED & Design	2/5/2008	3378441
PLUGGED IN GED	10/9/2007	3309951
POPSI CURLS	6/13/2017	5221998
POWER IQ	7/15/2008	3468816
POWER LIFT	6/20/2000	2360769
PRO CARE	4/28/1981	1152062
PROCLAIM	11/14/2000	2404574
PROCLAIM	3/29/2005	2936960
PROMATE	12/25/2007	3359455
PROTEIN COCKTAIL	12/9/2003	2793048
PUCKER UPS	1/9/2001	2418929
QUICK WHITE	11/19/2002	2652574
RASPBERRY KAMIKAZE	7/6/2004	2861295
RETRO VINYL	2/12/2013	4289976
ROCK ON	1/14/2003	2675527

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
SALLY	2/8/2000	2316754
SALLY	4/6/1993	1763527
SALLY BEAUTY	2/3/2004	2810775
SALLY BEAUTY	6/18/2002	2582384
SALLY BEAUTY	2/2/2016	4894770
SALLY BEAUTY Stylized	2/2/2016	4894771
SALLY BEAUTY Stylized/Design	5/24/2016	4963814
SALLY BEAUTY Stylized/Design	6/7/2016	4972245
SALLY BEAUTY Stylized/Design	4/19/2016	4941345
SALLY BEAUTY Stylized/Design	6/7/2016	4972244
SALLY BEAUTY Stylized/Design	5/31/2016	4968024
SALLY BEAUTY Stylized/Design	10/25/2016	5069897
SALLY BEAUTY SUPPLY	12/23/2003	2799286
SALLY GIRL	6/14/2011	3978646
SALLY GIRL	10/26/2010	3866355
SALLY GIRL	8/8/2006	3127488
SALLYMATE	2/5/2008	3377854
SALON CARE	7/29/1997	2083563
SALON CARE	2/19/2002	2540686

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
SALON CARE	12/21/1999	2301571
SALON CARE	9/16/2003	2765791
SALON CARE	6/8/2004	2850945
SALON CARE BLUE FLASH	3/10/2009	3588528
SALON-MATE	12/4/2007	3348016
SATIN STRANDS	9/1/2009	3677392
SATIN STRANDS	6/26/2007	3256897
SAVAGE BRONZE	1/20/2004	2806741
SHEER GLORY	11/1/2005	3011362
SILK ELEMENTS	3/22/2005	2935496
SILK ELEMENTS	3/17/2009	3592501
SILK ELEMENTS KERA MINERALS	8/21/2012	4195570
SILKEN CHILD	8/29/2006	3136681
SO GORGEOUS	11/11/2008	3532023
SPIKE IT	9/14/2004	2885024
SPLIT MENDER	4/6/2004	2830863
STIFF HEAD	6/27/2000	2362945
STOW 'N GO	3/22/2011	3935011
STOW 'N GO	4/12/2011	3944188

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
STRAIGHT N' SPIRAL	4/3/2012	4122785
STRAIGHT SHOT	10/30/2007	3323578
STRICTLY PROFESSIONAL	10/17/2006	3159879
STYLE IT UP	4/12/2011	3944266
STYLE IT UP	5/8/2007	3240784
STYLER HD	8/26/2014	4593373
SUPER JUICIES SHEER	9/2/2008	3494978
SURE-BOND	8/12/1997	2088126
TAHITI WOOD	5/24/2011	3967014
TANWISE	10/31/2006	3166170
TERRIFIC TIPS	11/5/1996	2013919
TOOL SCIENCE & Design	4/29/2008	3419320
TOOL SCIENCE	4/29/2008	3419321
TOOL SCIENCE & Design	11/27/2007	3346276
TOOL SCIENCE	11/27/2007	3346277
TOOL STRUCTURE	7/27/2010	3825067
TOOL STRUCTURE	4/13/2010	3775415
TOTAL IMPACT	9/1/2009	3677502
TURN UP THE HEAT	3/4/2008	3390960

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
VENIQUE	7/31/2012	4184130
VIAPLEX	11/3/2015	4847212
VINTAGE GLAM	12/24/2013	4456198
WAX IT UP	9/2/2008	3495875
WET LOOK	11/20/2007	3338819
WET LOOK	7/10/1984	1284849
WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.	1/30/2001	2425130
WILDEST DREAMS	2/22/2000	2322182
ZERO TO SEXY	8/11/2009	3667152
NATURAL 7 OIL	3/25/2008	3401828
MAD MUD	2/13/2007	3207377
NATURAL BALANCE	9/18/2007	3294067
FUSION ENERGY OF BEAUTY & Design	3/15/2011	3930611
SILK ELEMENTS REVIVE & RESTORE	11/21/2006	3174884
LIGHTNING LASH	4/19/2011	3948900
METALWORX	12/7/2010	3887715
SILVERBACK	11/30/2010	3884022
NATURAL FOCUS	11/30/2010	3883923
MISS MOJO	1/11/2011	3905139

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
MINI MOJO	1/25/2011	3911777
CRIMP MY STYLE	2/1/2011	3914883
SAVVY	9/2/2008	3494946
CRYSTAL BRILLANTE	12/4/2007	3347997
NEW IMAGE	11/30/1965	799629
INSPIRED BY NATURE	2/22/2011	3923416
QUICKSHIP	1/14/1997	2029967
NATURAL BALANCE	3/22/1966	806155

U.S. Trademark Applications

<u>Mark</u>	<u>Filing Date</u>	<u>Application No.</u>
LOXA	11/18/2013	86122036
ION	10/12/2016	87200266

TRADEMARK/TRADE NAMES OWNED BY BEAUTY SYSTEMS GROUP LLC

U.S. Trademark Registrations

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
BARNUM	3/9/2004	2820578
VICTORY	9/16/2003	2763114

U.S. Trademark Applications

Mark

Filing Date

Application No.

None

TRADEMARK/TRADE NAMES OWNED BY INNOVATIONS – SUCCESSFUL SALON SERVICES

U.S. Trademark Registrations

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
COSMOPROF & Design	3/11/1997	2043011
COSMOPROF	12/24/1996	2025319
COSMOPROF & Design	9/8/2009	3678570
COSMOPROF & Design	9/8/2009	3678571

U.S. Trademark Applications

Mark

Filing Date

Application No.

None