

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM441296

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ULTA SALON, COSMETICS & FRAGRANCE, INC.		08/23/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, National Association, as Agent		
Street Address:	One Boston Place, 18th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02108		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 79			
Property Type	Number	Word Mark	
Serial Number:	87222417	FREE YOUR FACE	
Serial Number:	87222553	ULTA BEAUTY	
Serial Number:	87222518	ULTABEAUTY	
Serial Number:	87270676	COLECCIÓN ULTA BEAUTY	
Serial Number:	87270696	TODAS LAS COSAS DE BELLEZA. TODO EN UN S	
Serial Number:	87275665	BRING THE BEAUTY	
Serial Number:	87275679	BRING THE BEAUTY!	
Serial Number:	86627206	SUREMATCH	
Serial Number:	87270690	21 DÍAS DE BELLEZA	
Serial Number:	86627232	ULTA BEAUTY SUREMATCH	
Serial Number:	86296363	WHIM	
Serial Number:	86908724	LIP HAPPILY	
Serial Number:	87200018	GLAM LAB	
Serial Number:	87200015	GLAM LAB	
Serial Number:	87200011	GLAMLAB	
Serial Number:	87245044	ULTA BEAUTY	
Serial Number:	86945533	ULTABEAUTY	
Serial Number:	86945514	ULTA BEAUTY	
Serial Number:	87155225	A GORGEOUS WAY TO GIVE BACK	
TRADEMARK			

CH \$1990.00 87222417

Property Type	Number	Word Mark
Serial Number:	87154602	CUT FOR A CAUSE
Serial Number:	87154599	A GORGEOUS WAY TO GIVE
Serial Number:	87317294	LIP GLOSSARY
Serial Number:	87530965	ALL THINGS BEAUTY
Serial Number:	87532495	ALL THINGS BEAUTY.
Serial Number:	87270701	¡OFERTAS DE BELLEZA!
Serial Number:	87501265	TODO PARA LA BELLEZA. TODO EN UN LUGAR.
Serial Number:	87501224	TODO PARA LA BELLEZA. TODO AQUÍ.
Serial Number:	87317323	LIPSTICK LIBRARY
Serial Number:	87259090	JOY TO THE GIRL!
Serial Number:	87426661	PAMPER HER WITH PRETTY
Serial Number:	87063688	JOY TO THE GIRL
Serial Number:	87231996	BEAUTY STEALS
Serial Number:	87245579	ULTAMATE REWARDS
Serial Number:	75695843	BASICALLY U
Serial Number:	76185501	ULTA SALON-COSMETICS-FRAGRANCE
Serial Number:	76335546	ULTA.COM
Serial Number:	77081276	ULTA BEAUTY
Serial Number:	77081267	ULTA BEAUTY
Serial Number:	78737000	ULTA BEAUTY
Serial Number:	76184750	ULTA SALON-COSMETICS-FRAGRANCE
Serial Number:	77538176	SALON AT ULTA
Serial Number:	77579911	THE SALON AT ULTA
Serial Number:	77806639	WINDOWS OF LOVE
Serial Number:	76185179	ULTA
Serial Number:	85433259	FAB PHOTO
Serial Number:	85753144	INSPIRE BEAUTY EVERYWHERE
Serial Number:	86703707	WHERE BEAUTY LOVES YOU BACK
Serial Number:	86977880	WHIM
Serial Number:	86843630	HOLIDAY GEMS
Serial Number:	86843633	SWEET & SHIMMER
Serial Number:	86703710	BEAUTY LOVES YOU BACK
Serial Number:	85446807	21 DAYS OF BEAUTY
Serial Number:	86235898	HAPPY, HEALTHY HAIR STARTS AT ULTA
Serial Number:	86235907	HAPPY, HEALTHY HAIR STARTS AT ULTA
Serial Number:	85409739	WELCOME TO FABULOUS
Serial Number:	85538464	ULTAMATE REWARDS
Serial Number:	85888573	BEAUTY AT PLAY

Property Type	Number	Word Mark
Serial Number:	87245266	ULTA BEAUTY
Serial Number:	86470128	GLOWING, GORGEOUS SKIN STARTS AT ULTA
Serial Number:	86737295	ALL THINGS BEAUTY. ALL IN ONE PLACE.
Serial Number:	85914781	DARE TO BE A MORE FABULOUS YOU
Serial Number:	86785083	THE GORGEOUS HAIR EVENT
Serial Number:	85617260	DONATE WITH A KISS
Serial Number:	85977562	BEAUTY STEAL!
Serial Number:	85572058	BEAUTY STARTS WITH HEALTHY SKIN
Serial Number:	87177033	THE SALON AT ULTA BEAUTY
Serial Number:	87177036	THE SALON AT ULTA BEAUTY
Serial Number:	87022477	LIP HAPPILY AT ULTA BEAUTY
Serial Number:	86843629	BEAUTY GEMS
Serial Number:	86862083	GIFT GORGEOUSLY
Serial Number:	86218049	PRETTY HAS ITS PRIVILEGES
Serial Number:	87063701	ULTA BEAUTY MIX
Serial Number:	87244963	ULTA
Serial Number:	86785043	THE GLOWING SKIN EVENT
Serial Number:	87231991	ULTA BEAUTY LOVES
Serial Number:	87222608	ULTA BEAUTY COLLECTION
Serial Number:	87154603	GO AHEAD, LOSE YOURSELF
Serial Number:	85563939	
Serial Number:	85563947	

CORRESPONDENCE DATA

Fax Number: 6173417729

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: 6173417729

Email: katarzyna.gaysunas@morganlewis.com

Correspondent Name: Katarzyna Gaysunas

Address Line 1: 1 Federal Street

Address Line 2: c/o Morgan Lewis & Bockius LLP

Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER: Katarzyna Gaysunas

SIGNATURE: /Katarzyna Gaysunas/

DATE SIGNED: 08/29/2017

Total Attachments: 16

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT is dated as of August 23, 2017, by Ulta Salon, Cosmetics & Fragrance, Inc. (the “*Grantor*”), in favor of Wells Fargo Bank, National Association, in its capacity as administrative agent and collateral agent (in such capacity, the “*Collateral Agent*”).

W I T N E S S E T H:

WHEREAS, the Grantor is party to that certain Guarantee and Collateral Agreement dated as of August 23, 2017 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “*Security Agreement*”) in favor of the Collateral Agent, pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meanings given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. As security for the payment or performance when due (whether at stated maturity, by acceleration or otherwise), as the case may be, in full of the Secured Obligations, the Grantor hereby pledges to the Collateral Agent, its successors and permitted assigns, for the benefit of the Secured Parties, and hereby grants to the Collateral Agent, its successors and permitted assigns, for the benefit of the Secured Parties, a security interest in all of the Grantor’s right, title, and interest in or to any and all of the following Intellectual Property now owned or at any time hereafter acquired by the Grantor or in which the Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the “*Trademark Collateral*”):

- (i) all trademarks, service marks, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations thereof (if any), and all registration applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any political subdivision thereof (except for “intent-to-use” applications for trademark or service mark registrations filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, unless and until an Amendment to Allege Use or a Statement of Use under Sections 1(c) and 1(d) of the Lanham Act has been filed, to the extent that, and solely during the period for which, any assignment of an “intent-to-use” application prior to such filing would violate the Lanham Act), and all renewals thereof, including those listed on Schedule I;
- (ii) all goodwill associated therewith or symbolized thereby;
- (iii) all claims for, and rights to sue for, past or future infringements of any of the foregoing; and

- (iv) all income, royalties, damages and payments now or hereafter due and payable with respect to any of the foregoing, including damages and payments for past or future infringement thereof.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and the Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

SECTION 4. Recordation. This Trademark Security Agreement has been executed and delivered by the Grantor for the purpose of recording the grant of security interest herein with the United States Patent and Trademark Office. The Grantor authorizes and requests that the Commissioner of Trademarks record this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

SECTION 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 AGREEMENT, THE OTHER LOAN DOCUMENTS AND THE TRANSACTIONS CONTEMPLATED HEREBY AND THEREBY SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK (EXCEPT FOR CONFLICTS OF LAW PRINCIPLES THAT WOULD RESULT IN THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION).

[Signature page follows]

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

ULTA SALON, COSMETICS & FRAGRANCE,
INC., as a Grantor

By: 
Name: Scott Settersten
Title: Chief Financial Officer, Treasurer and
Assistant Secretary

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 006142 FRAME: 0057

WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Collateral Agent

By: Maggie Townsend
Name: Maggie Townsend
Title: Vice President

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT

TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

[See attached.]

Trademark Name	Country	Status	Application Number	Filing Date	Registration Number	Registration Date
ULTA	Australia	Registered	969888	09/10/2003	969888	02/27/2006
ULTA SALON-COSMETICS-FRAGRANCE	Australia	Registered	969891	09/10/2003	969891	02/27/2006
BEAUTY LOVES YOU BACK	Canada	Allowed	1745852	09/14/2015		
WHERE BEAUTY LOVES YOU BACK	Canada	Allowed	1745853	09/14/2015		
ULTA BEAUTY Logo	Canada	Allowed	1762488	01/08/2016		
GIFT GORGEOUSLY	Canada	Filed	1813458	12/09/2016		
CONQUIS PAR LE CHARME	Canada	Filed	1813489	12/15/2016		
21 JOURS DE CHARME	Canada	Filed	1813488	12/15/2016		
GO AHEAD, LOSE YOURSELF	Canada	Filed	1812372	12/02/2016		
ULTA BEAUTY ONE-LINE LOGO	Canada	Filed	1813316	12/08/2016		
ULTA BEAUTY TWO-LINE LOGO	Canada	Filed	1813318	12/08/2016		
ULTA	Canada	Filed	1813320	12/08/2016		
TOUT LE CHARME ... SEUL ENDROIT	Canada	Filed	1813490	12/15/2016		
ULTA BEAUTY COLLECTION	Canada	Filed	1812367	12/02/2016		
ULTA BEAUTY & DESIGN (ONE LINE)	Canada	Filed	1800757	09/16/2016		
21 DAYS OF BEAUTY	Canada	Filed	1812370	12/02/2016		
ALL THINGS BEAUTY. ALL IN ONE PLACE.	Canada	Filed	1812373	12/02/2016		
BEAUTY STEALS	Canada	Filed	1812366	12/02/2016		
ULTA BEAUTY LOVES	Canada	Filed	1812369	12/02/2016		
COLLECTION ULTA CHARME	Canada	Filed	1813463	12/15/2016		
ULTA BEAUTY	Canada	Filed	1813319	12/08/2016		
ULTA BEAUTY & DESIGN (TWO LINES)	Canada	Filed	1800759	09/16/2016		
ULTA SALON-COSMETICS-FRAGRANCE	Canada	Registered	1403519	07/16/2008	816544	01/31/2012
ULTA.COM	Canada	Registered	1409192	09/02/2008	819,938	03/15/2012

ULTA SALON-COSMETICS-FRAGRANCE & DESIGN	Canada	Registered	1409193	09/02/2008	819,937	03/15/2012
ULTA	Canada	Registered	1409190	09/02/2008	819,939	03/15/2012
ULTA SALON-COSMETICS-FRAGRANCE & DESIGN	Japan	Registered	77677/2003	09/08/2003	4796804	08/20/2004
ULTA.COM	Japan	Registered	77675/2003	09/08/2003	4804397	09/17/2004
ULTA-SALON-COSMETICS-FRAGRANCE	Japan	Registered	77676/12003	09/08/2003	4796803	08/20/2004
ULTA	Japan	Registered	77674/2003	09/08/2003	4796802	08/20/2004
ULTA	Korea, Republic of	Registered	41-2003-0019496	09/15/2003	113932	03/15/2005
ULTA SALON-COSMETICS-FRAGRANCE	Korea, Republic of	Registered	41-2003-0019498	09/15/2003	113934	03/15/2005
ULTA SALON-COSMETICS-FRAGRANCE & DESIGN	Korea, Republic of	Registered	41-2003-0019499	09/15/2003	113935	03/15/2005
ULTA.COM	Korea, Republic of	Registered	41-2003-0019497	09/15/2003	113933	03/15/2005
21 DÍAS DE BELLEZA	Mexico	Filed	1904684	06/15/2017		
21 DÍAS DE BELLEZA	Mexico	Filed	1904686	06/15/2017		
ULTA (MX TM) (CL. 8)	Mexico	Filed	1882645	04/26/2017		
ULTA (MX TM) (CL. 3)	Mexico	Filed	1882644	04/26/2017		
ULTA (MX TM) (CL. 21)	Mexico	Filed	1882650	04/26/2017		
ULTA (MX TM) (CL. 35)	Mexico	Filed	1882651	04/26/2017		
ULTA (MX TM) (CL. 44)	Mexico	Filed	1882652	04/26/2017		
ULTA BEAUTY (MX TM) (CL. 3)	Mexico	Filed	1882653	04/26/2017		
ULTA BEAUTY COLLECTION (MX TM) (CL. 35)	Mexico	Filed	1882662	04/26/2017		
ALL THINGS BEAUTY. ALL IN ONE PLACE. (MX TM) (CL. 35)	Mexico	Filed	1882667	04/26/2017		

BEAUTY STEALS (MX TM) (CL. 35)	Mexico	Filed	1882665	04/26/2017		
ULTA (MX TM) (CL. 16)	Mexico	Filed	1882647	04/26/2017		
ULTA BEAUTY (MX TM) (CL. 35)	Mexico	Filed	1882655	04/26/2017		
ULTA BEAUTY (MX TM) (CL. 44)	Mexico	Filed	1882658	04/26/2017		
21 DAYS OF BEAUTY (MX TM) (CL. 35)	Mexico	Filed	1882669	04/26/2017		
COLECCIÓN ULTA BEAUTY	Mexico	Filed	1904680	06/15/2017		
TODAS LAS COSAS DE BELLEZA. TODO EN UN SOLO LUGAR.	Mexico	Filed	1904689	06/15/2017		
TODAS LAS COSAS DE BELLEZA. TODO EN UN SOLO LUGAR.	Mexico	Filed	1904691	06/15/2017		
¡OFERTAS DE BELLEZA!	Mexico	Filed	1904694	06/15/2017		
GO AHEAD, LOSE YOURSELF (MX TM) (CL. 44)	Mexico	Registered	1828092	12/02/2016	1737221	03/27/2017
GO AHEAD, LOSE YOURSELF (MX TM) (CL. 35)	Mexico	Registered	1828090	12/02/2016	1738685	03/29/2017
ULTA BEAUTY & DESIGN (TWO LINES)	Mexico	Registered	1797720	09/19/2016	1717335	02/08/2017
ULTA BEAUTY & DESIGN (ONE LINE)	Mexico	Registered	1797714	09/19/2016	1717334	02/08/2017
ULTA BEAUTY & DESIGN (ONE LINE)	Mexico	Registered	1797716	09/19/2016	1711950	01/13/2016
ULTA BEAUTY & DESIGN (ONE LINE)	Mexico	Registered	1797719	09/19/2016	1711951	01/13/2017
ULTA BEAUTY & DESIGN (TWO LINES)	Mexico	Registered	1797721	09/19/2016	1711952	01/13/2017
ULTA BEAUTY & DESIGN (TWO LINES)	Mexico	Registered	1797723	09/19/2016	1711953	01/13/2017
ULTA SALON-COSMETICS-FRAGRANCE & DESIGN	Mexico	Registered	551926	06/14/2002	787130	04/16/2003

ULTA.COM	Mexico	Registered	551923	06/14/2002	755799	07/25/2002
ULTA	Mexico	Registered	551924	06/14/2002	755800	07/25/2002
ULTA SALON-COSMETICS- FRAGRANCE	Mexico	Registered	551925	06/14/2002	755801	07/25/2002
FREE YOUR FACE	United States of America	Allowed	87/222417	11/01/2016		
ULTA BEAUTY LOGO (STACKED #2)	United States of America	Allowed	87/222553	11/01/2016		
ULTA BEAUTY & Design (one line)	United States of America	Allowed	87/222518	11/01/2016		
COLECCIÓN ULTA BEAUTY	United States of America	Allowed	87/270676	12/15/2016		
TODAS LAS COSAS DE BELLEZA. TODO EN UN SOLO LUGAR.	United States of America	Allowed	87/270696	12/15/2016		
BRING THE BEAUTY	United States of America	Allowed	87/275665	12/20/2016		
BRING THE BEAUTY!	United States of America	Allowed	87/275679	12/20/2016		
SUREMATCH	United States of America	Allowed	86/627206	05/12/2015		
21 DÍAS DE BELLEZA	United States of America	Allowed	87/270690	12/15/2016		

ULTA BEAUTY SUREMATCH	United States of America	Allowed	86/627232	05/12/2015		
WHIM	United States of America	Allowed	86/296363	05/30/2014		
LIP HAPPILY	United States of America	Allowed	86/908724	02/16/2016		
GLAM LAB	United States of America	Allowed	87/200018	10/11/2016		
GLAM LAB (Stylized)	United States of America	Allowed	87/200015	10/11/2016		
GLAMLAB	United States of America	Allowed	87/200011	10/11/2016		
ULTA BEAUTY	United States of America	Allowed	87/245044	11/22/2016		
ULTA BEAUTY & DESIGN (ONE LINE)	United States of America	Allowed	86/945533	03/18/2016		
ULTA BEAUTY & DESIGN (TWO LINES)	United States of America	Allowed	86/945514	03/18/2016		
A GORGEOUS WAY TO GIVE BACK	United States of America	Allowed	87/155225	08/30/2016		

CUT FOR A CAUSE	United States of America	Allowed	87/154602	08/29/2016		
A GORGEOUS WAY TO GIVE	United States of America	Allowed	87/154599	08/29/2016		
LIP GLOSSARY	United States of America	Filed	87/317294	01/30/2017		
ALL THINGS BEAUTY	United States of America	Filed	87/530965	07/17/2017		
ALL THINGS BEAUTY	United States of America	Filed	87/532495	07/18/2017		
¡OFERTAS DE BELLEZA!	United States of America	Filed	87/270701	12/15/2016		
TODOS PARA LA BELLEZA. TODO EN UN LUGAR.	United States of America	Published	87/501265	06/22/2017		
TODOS PARA LA BELLEZA. TODO AQUÍ.	United States of America	Published	87/501224	06/22/2017		
LIPSTICK LIBRARY	United States of America	Published	87/317323	01/30/2017		
JOY TO THE GIRL!	United States of America	Published	87/259090	12/06/2016		
PAMPER HER WITH PRETTY	United States of America	Published	87/426661	04/26/2017		

JOY TO THE GIRL	United States of America	Published	87/063688	06/07/2016		
BEAUTY STEALS	United States of America	Published	87/231996	11/09/2016		
ULTAMATE REWARDS	United States of America	Published	87/245579	11/22/2016		
BASICALLY U	United States of America	Registered	75/695843	04/30/1999	2598439	07/23/2002
ULTA SALON-COSMETICS-FRAGRANCE	United States of America	Registered	76/185501	12/22/2000	2531889	01/22/2002
ULTA.COM	United States of America	Registered	76/335546	11/07/2001	2631363	10/08/2002
ULTA BEAUTY (& DESIGN)	United States of America	Registered	77/081276	10/16/2007	3311178	10/16/2007
ULTA BEAUTY (& DESIGN)	United States of America	Registered	77/081267	01/11/2007	3311177	10/16/2007
ULTA BEAUTY	United States of America	Registered	78/737000	10/20/2005	3262918	07/10/2007
ULTA SALON-COSMETICS-FRAGRANCE (& DESIGN)	United States of America	Registered	76/184750	12/22/2000	2531885	01/22/2002
SALON AT ULTA (& DESIGN)	United States of America	Registered	77/538176	08/04/2008	3719551	12/01/2009

THE SALON AT ULTA	United States of America	Registered	77/579911	09/26/2008	3716606	11/24/2009
WINDOWS OF LOVE	United States of America	Registered	77/806639	08/18/2009	4080478	01/03/2012
ULTA	United States of America	Registered	76/185179	12/22/2000	2504336	11/06/2001
FAB PHOTO	United States of America	Registered	85/433259	09/27/2011	4231251	10/23/2012
INSPIRE BEAUTY EVERYWHERE	United States of America	Registered	85/753144	10/12/2012	4357358	06/25/2013
WHERE BEAUTY LOVES YOU BACK	United States of America	Registered	86/703707	07/24/2015	4929201	03/29/2016
WHIM	United States of America	Registered	86/977880	05/30/2014	4893755	01/26/2016
HOLIDAY GEMS	United States of America	Registered	86/843630	12/09/2015	5253667	08/01/2017
SWEET & SHIMMER	United States of America	Registered	86/843633	12/09/2015	5007493	07/26/2016
BEAUTY LOVES YOU BACK	United States of America	Registered	86/703710	07/24/2015	4938498	04/12/2016

TRADEMARK
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21 DAYS OF BEAUTY	United States of America	Registered	85/446807	10/13/2011	4157461	06/12/2012
HAPPY HEALTHY HAIR STARTS AT ULTA	United States of America	Registered	86/235898	03/28/2014	4796212	08/18/2015
HAPPY HEALTHY HAIR STARTS AT ULTA Logo	United States of America	Registered	86/235907	03/28/2014	4796213	08/18/2015
WELCOME TO FABULOUS	United States of America	Registered	85/409739	08/29/2011	4174351	07/17/2012
ULTAMATE REWARDS	United States of America	Registered	85/538464	02/09/2012	4232977	10/30/2012
BEAUTY AT PLAY	United States of America	Registered	85/888573	03/27/2013	4569284	07/15/2014
ULTA BEAUTY	United States of America	Registered	87/245266	11/22/2016	5228138	06/20/2017
GLOWING, GORGEOUS SKIN STARTS AT ULTA	United States of America	Registered	86/470128	12/03/2014	4833586	10/13/2015
ALL THINGS BEAUTY. ALL IN ONE PLACE.	United States of America	Registered	86/737295	08/26/2015	4932117	04/05/2016
DARE TO BE A MORE FABULOUS YOU	United States of America	Registered	85/914781	04/25/2013	4818329	09/22/2015
THE GORGEOUS HAIR EVENT	United States of America	Registered	86/785083	10/12/2015	4964532	05/24/2016

TRADEMARK
REEL: 006142 FRAME: 0068

DONATE WITH A KISS	United States of America	Registered	85/617260	05/04/2012	4210207	09/18/2012
BEAUTY STEAL!	United States of America	Registered	85/977562	10/13/2011	4289203	02/12/2013
BEAUTY STARTS WITH HEALTHY SKIN	United States of America	Registered	85/572058	03/16/2012	4471491	01/21/2014
THE SALON AT ULTA BEAUTY (STYLIZED)	United States of America	Registered	87/177033	09/20/2016	5186517	04/18/2017
THE SALON AT ULTA BEAUTY	United States of America	Registered	87/177036	09/20/2016	5186518	04/18/2017
LIP HAPPILY AT ULTA BEAUTY	United States of America	Registered	87/022477	05/03/2016	5174955	04/04/2017
BEAUTY GEMS	United States of America	Registered	86/843629	12/09/2015	5131442	01/31/2017
GIFT GORGEOUSLY	United States of America	Registered	86/862083	12/30/2015	5117465	01/10/2017
PRETTY HAS ITS PRIVILEGES	United States of America	Registered	86/218049	03/11/2014	4617409	10/07/2014
ULTA BEAUTY MIX	United States of America	Registered	87/063701	06/07/2016	5086780	11/22/2016
ULTA (#2)	United States of America	Registered	87/244963	11/22/2016	5218565	06/06/2017

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THE GLOWING SKIN EVENT	United States of America	Registered	86/785043	10/12/2015	5096879	12/06/2016
ULTA BEAUTY LOVES	United States of America	Registered	87/231991	11/09/2016	5227336	06/20/2017
ULTA BEAUTY COLLECTION	United States of America	Registered	87/2222608	11/01/2016	5222322	06/13/2017
GO AHEAD, LOSE YOURSELF	United States of America	Registered	87/154603	08/29/2016	5254500	08/01/2017
DESIGN ONLY	United States of America	Registered	85/563939	03/08/2012	4196197	08/21/2012
DESIGN ONLY	United States of America	Registered	85/563947	03/08/2012	4196198	08/21/2012

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