

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM547754

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PLK INVESTMENTS, LLC		10/22/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	IT'S A NEW 10, LLC		
Street Address:	4613 NORTH UNIVERSITY DRIVE, #478		
City:	CORAL SPRINGS		
State/Country:	FLORIDA		
Postal Code:	33067		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 43			
Property Type	Number	Word Mark	
Registration Number:	3420182	IT'S A 10	
Registration Number:	3446682	MIRACLE LEAVE IN PRODUCTS	
Registration Number:	4006825	MIRACLE STYLING SERUM	
Registration Number:	3974756	MIRACLE DAILY CONDITIONER	
Registration Number:	3760933	MIRACLE HAIR MASK	
Registration Number:	3761012	MIRACLE MOISTURE SHAMPOO	
Registration Number:	3760956	MIRACLE SHINE SPRAY	
Registration Number:	4280060	MIRACLE TEXTURE FIBER	
Registration Number:	4210234	MIRACLE FIRM HOLD GEL	
Registration Number:	4210868	MIRACLE SHAMPOO PLUS KERATIN	
Registration Number:	4276330	MIRACLE LEAVE-IN LITE	
Registration Number:	4082539	MIRACLE LEAVE-IN PLUS KERATIN	
Registration Number:	4210867	MIRACLE VOLUME SHAMPOO	
Registration Number:	4210866	MIRACLE OIL PLUS KERATIN	
Registration Number:	4210865	MIRACLE FINISHING SPRAY	
Registration Number:	4210796	MIRACLE STYLING CREAM	
Registration Number:	4268991	MIRACLE BLOWDRY VOLUMIZER	
Registration Number:	4515285	MIRACLE LEAVE-IN POTION PLUS KERATIN	
Registration Number:	4526336	MIRACLE DRY SHAMPOO AND CONDITIONER IN O	
TRADEMARK			

OP \$1090.00 3420182

Property Type	Number	Word Mark
Serial Number:	85643953	MIRACLE VOLUME SHINE TREATMENT
Registration Number:	4672156	MIRACLE SILK SMOOTHING BALM
Registration Number:	4404332	MIRACLE SUPER HOLD FINISHING SPRAY PLUS
Registration Number:	4556470	MIRACLE SILK
Registration Number:	4376582	SILK EXPRESS
Registration Number:	4412096	IT'S A 10 FIVE MINUTE HAIR REPAIR FOR BL
Registration Number:	4610539	SILK EXPRESS IN10SIVE LEAVE-IN
Registration Number:	4404247	MIRACLE LEAVE-IN FOR BLONDES
Registration Number:	4622239	MIRACLE DRY OIL SPRAY PLUS KERATIN WITH
Registration Number:	4578758	IT'S A 10 MIRACLE LEAVE IN PRODUCT
Registration Number:	4537870	MIRACLE STYLING MOUSSE
Registration Number:	4592966	MIRACLE DEEP CONDITIONER PLUS KERATIN
Serial Number:	86184693	HGH HEALTHY GROWING HAIR
Serial Number:	86206897	MIRACLE SILK HAIR MASK
Serial Number:	86208383	MIRACLE SILK SHAMPOO
Serial Number:	86395361	POTION 10 MIRACLE REPAIR SHAMPOO
Serial Number:	86395889	POTION 10 MIRACLE REPAIR CONDITIONER
Serial Number:	87059007	MIRACLE WHIPPED STYLING BALM
Serial Number:	86825968	HE'S A 10
Registration Number:	3683736	MIRACLE 7
Registration Number:	4408072	HEAVENLY HEALER
Registration Number:	4666081	MIRACLE 7 FOR HEAVENLY HAIR
Registration Number:	4666082	MIRACLE 7 FOR HEAVENLY HAIR
Registration Number:	4808812	JUST FOR EXTENSIONS

CORRESPONDENCE DATA

Fax Number: 7202743133

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: 720-274-3135

Email: WHIPTrademark@wilmerhale.com

Correspondent Name: Benjamin S. Fernandez, Esq.

Address Line 1: 1225 17th Street, Suite 2600

Address Line 2: Wilmer Cutler Pickering Hale and DorrLLP

Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER: 2214824.120

NAME OF SUBMITTER: Benjamin S. Fernandez, Esq.

SIGNATURE: /s/ Benjamin S. Fernandez

DATE SIGNED: 11/01/2019

Total Attachments: 4

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**TERMINATION AND RELEASE OF
TRADEMARK SECURITY AGREEMENT**

This **TERMINATION AND RELEASE OF TRADEMARK SECURITY AGREEMENT** (this "**Termination and Release**") is granted as of October 22, 2019 by **PLK INVESTMENTS, LLC**, a Delaware limited liability company (the "**Lender**"), in favor of **IT'S A NEW 10, LLC**, a Delaware limited liability company (the "**Grantor**").

WHEREAS, the Grantor executed and delivered a Trademark Security Agreement, dated as of January 3, 2017 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the "**Agreement**"), granting to the Lender a security interest in all of its right, title and interest, whether presently existing or hereafter acquired, in, to and under the Grantor's Trademarks and all goodwill associated with or symbolized by any of such Trademark listed therein (as defined in the Agreement, the "**Collateral**") notice of which was recorded with the United States Patent and Trademark Office ("**USPTO**") on January 3, 2017;

WHEREAS, Grantor has requested that the Lender hereby terminate, release and discharge fully its security interests in and liens on all right, title and interest of Grantor in, to and under all of the Collateral as herein provided; and

WHEREAS, Grantor has requested that the Lender provide a document suitable for recording with the USPTO to evidence the release of the Lender's security interests in and liens on the Collateral as herein provided.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lender hereby:

1. terminates the Agreement and releases, terminates and discharges fully all liens and security interests in Grantor's right, title and interest in, to and under the Collateral, and all goodwill associated therewith, including, without limitation, those Trademarks identified in Schedule I hereto; and
2. authorizes and requests that this Termination and Release be recorded with the USPTO.

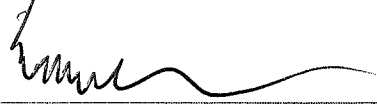
THIS TERMINATION AND RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

PLK INVESTMENTS, LLC

By: _____



Name: Michael Anderson

Title: Treasurer and Chief Financial Officer

[Signature Page to Termination and Release of Trademark Security Agreement]

SCHEDULE I TO TERMINATION AND RELEASE OF
TRADEMARK SECURITY AGREEMENT

Mark	Serial No. or Reg. No.	Filing Date	Registration Issue Date
It's a 10	78/753586 Reg. No. 3,420,182	11/14/05	4/29/08
Miracle Leave In Products	78/753642 Reg. No. 3,446,682	11/14/05	6/10/08
It's a 10 International Registration	Int'l Reg. No. 980,760 (Covers all 27 European Union countries)		9/17/08
Miracle Styling Serum	77/872018/Reg. No. 4,006,825	11/13/09	8/2/11
Miracle Daily Conditioner	76/696853/Reg. No. 3,974,756	4/3/09	6/7/11
Miracle Hair Mask	77/794028 Reg. No. 3760933	7/31/09	3/16/10
Miracle Moisture Shampoo	77/794942 Reg. No. 3761012	8/1/09	3/16/10
Miracle Shine Spray	77/794428 Reg. No. 3760956	7/31/09	3/16/10
Miracle Texture Fiber	76/703187 Reg. No. 4280060	6/1/10	1/22/13
Miracle Firm Hold Gel	76/703186 Reg. No. 4210234	6/1/10	9/18/12
MIRACLE SHAMPOO PLUS KERATIN	85/243515 Reg. No. 4210868	2/16/11	9/18/12
MIRACLE LEAVE-IN LITE	85/243510 Reg. No. 4276330	2/16/11	1/15/13
MIRACLE LEAVE-IN PLUS KERATIN	85/243502 Reg. No. 4082539	2/16/11	1/10/12
MIRACLE VOLUME SHAMPOO	4210867	2/16/11	9/18/12
MIRACLE OIL PLUS KERATIN	4210866	2/16/11	9/18/12
MIRACLE FINISHING SPRAY	4210865	2/16/11	9/18/12
MIRACLE STYLING CREAM	4210796	2/16/11	9/18/12
Miracle Blowdry Volumizer	85/338048 Reg. No. 4268991	6/3/11	
Miracle Leave-in Potion Plus Keratin	85/630,284 4,515,285	5/21/12	4/15/14
Miracle Dry Shampoo and Conditioner-In One	85/643,946 4,526,336	6/5/12	5/6/14
Miracle Volume Shine Treatment	85/643,953	6/5/12	
Miracle Silk Smoothing Balm	85/643,966 Reg. No. 4672156	6/5/12	1/13/15
Miracle Super Hold Finishing Spray Plus Keratin	85/643,941 Reg. No. 4404332	6/5/12	9/17/13
Miracle Silk	85/644,392 4,556,470	6/6/12	6/24/14
It's a 10 Five Minute Hair Repair	85/693,469	8/2/12	10/1/13

Mark	Serial No. or Reg. No.	Filing Date	Registration Issue Date
for Blondes	Reg. No. 4412096		
Silk Express	85/849,712 Reg. No. 4376582	2/14/13	7/30/13
Silk Express In10Sive Leave In	85/848,181 Reg. No. 4610539	2/12/13	9/23/14
Miracle Leave-In For Blondes	85/630289 Reg. No. 4404247	5/21/12	9/17/13
Miracle Dry Oil Spray Plus Keratin With Argan Oil	86/029009 Reg. No. 4622239	8/6/13	10/14/14
It's a 10 Plus Logo Design-China		8/14/13	
MIRACLE-China	13078379	8/14/13	
It's a 10 Miracle Leave in Product trade dress	86/006450 Reg. No. 4578758	8/5/14	08/5/14
			
Miracle Styling Mousse	86/166076 Reg. No. 4537870	1/15/14	5/27/14
Miracle Deep Conditioner Plus Keratin	86/195822 Reg. No. 4592966	2/17/14	8/26/14
HGH Healthy Growing Hair	86/184,693	2/5/14	
Miracle Silk Hair Mask	86/206,897		3/17/15
Miracle Silk Shampoo	86/208383	3/2/14	3/17/15
Potion 10 Miracle Repair Shampoo	86/395361	9/16/14	
Potion 10 Miracle Repair Conditioner	86/395889	9/16/14	
Miracle Whipped Styling Balm	87/059007	6/3/16	
He's a 10	86/825968	11/19/15	
Miracle 7	Reg. No. 3683736 Serial No. 86192567	11/6/07	09/15/2009
Heavenly Healer	85/643,963 Reg. No. 4408072	6/5/12	09/24/2013
Miracle 7 for Heavenly Hair (black & white logo)	Serial no. 86/192,567 Reg. No. 4666081	2/13/14	01/06/2015
Miracle 7 for Heavenly Hair (gold & white logo)	Serial no. 86/192,594 Reg. No. 4666082	2/13/14	01/06/2015
Just for Extensions	Serial No.85/635,661 Reg. No. 4808812	5/25/12	09/08/2015