

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM573524

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sally Holdings LLC		04/24/2020	Limited Liability Company:
Sally Capital Inc.		04/24/2020	Corporation:
Sally Beauty Holdings, Inc.		04/24/2020	Company:
Sally Investment Holdings LLC		04/24/2020	Limited Liability Company:
Beauty Holding LLC		04/24/2020	Limited Liability Company:
Armstrong McCall, L.P.		04/24/2020	Limited Partnership:
Beauty Systems Group LLC		04/24/2020	Limited Liability Company:
Sally Beauty Supply LLC		04/24/2020	Limited Liability Company:
Innovations - Successful Salon Services Inc.		04/24/2020	Corporation:

RECEIVING PARTY DATA

Name:	Wells Fargo Bank, National Association
Street Address:	333 S. Grand Avenue, Fifth Floor, Suite 5A
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90071
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 197

Property Type	Number	Word Mark
Serial Number:	88746580	
Serial Number:	88276517	AEROGANT
Serial Number:	88415991	COLORVIEW
Registration Number:	2885035	AIR HEAD
Registration Number:	2789827	BADA BING
Registration Number:	3086020	BEACH HEAD
Registration Number:	2114289	BEAUTIQUE
Registration Number:	3127498	BEAUTIQUE
Registration Number:	1884486	BEAUTY SECRETS
Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	4712922	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5435903	BEAUTY SYSTEMS GROUP
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:	1899532	COLOR BRILLIANCE
Registration Number:	3690077	COLOR BRILLIANCE
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2861230	COLOR JAMZ
Registration Number:	4568829	CURL 3HD
Registration Number:	3358849	DEMENTED
Registration Number:	3128126	DERANGED
Registration Number:	3544553	DL
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	4313522	EXPRESS LOCS
Registration Number:	2846498	FACE SECRETS
Registration Number:	2849567	FACE SECRETS
Registration Number:	4386865	FC FEMME COUTURE
Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	3554727	FEMME COUTURE
Registration Number:	1187293	FINGERPAINTS
Registration Number:	2830853	FLIPPED OUT
Registration Number:	1678208	FOR PERMS ONLY
Registration Number:	4573524	FP
Registration Number:	3347151	FRIZZ ZAPPER
Registration Number:	2724419	FROZEN STIFF
Registration Number:	3775995	GATOR
Registration Number:	2180526	GENERIC VALUE PRODUCTS
Registration Number:	3632859	GENERIC VALUE PRODUCTS
Registration Number:	3245401	GENERIC VALUE PRODUCTS

Property Type	Number	Word Mark
Registration Number:	3170628	GENERIC VALUE PRODUCTS
Registration Number:	2830813	GET'N CREAMED
Registration Number:	3235416	GET'N WAVES
Registration Number:	2968063	GRIPPER
Registration Number:	3596426	GVP
Registration Number:	3115264	GVP
Registration Number:	3113018	GVP
Registration Number:	4459793	HAIRTENSITY
Registration Number:	3485764	HEATMASTER
Registration Number:	3198974	HEEL TO TOE
Registration Number:	3410256	INTENSIVE SHINE
Registration Number:	1320267	ION
Registration Number:	2760298	ION
Registration Number:	3529010	ION
Registration Number:	3071641	ION
Registration Number:	4966457	ION
Registration Number:	5015383	ION
Registration Number:	5112146	ION
Registration Number:	5231599	ION
Registration Number:	5663019	ION
Registration Number:	3171617	ION SENSITIVE SCALP
Registration Number:	5134655	ION SENSITIVE SCALP
Registration Number:	2765664	LAST CALL
Registration Number:	5019339	LICENSED TO CREATE
Registration Number:	5256538	LOXA
Registration Number:	4697123	LOXA BEAUTY
Registration Number:	1726434	MARLO BEAUTY SUPPLY
Registration Number:	4603177	MARULA NATURE
Registration Number:	3166089	MEGASILK
Registration Number:	2846753	METAGRIP
Registration Number:	5767842	MG BETTER HEAT. BETTER HAIR.
Registration Number:	3468666	MINERAL EFFECTS
Registration Number:	4343997	MODERN ELEMENTS
Registration Number:	5221968	MODERN ELEMENTS
Registration Number:	4013162	MONSTER LASH
Registration Number:	2650144	NAIL LIFE
Registration Number:	3401828	NATURAL 7 OIL
Registration Number:	1769609	NET EFFECT

Property Type	Number	Word Mark
Registration Number:	0799630	NEW IMAGE
Registration Number:	2765665	NOODLE HEAD
Registration Number:	3772390	ONE STROKE
Registration Number:	3362209	PLUGGED IN
Registration Number:	3378441	PLUGGED IN
Registration Number:	3327607	PLUGGED IN
Registration Number:	3309951	PLUGGED IN GED
Registration Number:	5221998	POPSI CURLS
Registration Number:	1152062	PRO CARE
Registration Number:	2404574	PROCLAIM
Registration Number:	2936960	PROCLAIM
Registration Number:	2793048	PROTEIN COCKTAIL
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:	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:	3866355	SALLY GIRL
Registration Number:	3127488	SALLY GIRL
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

Property Type	Number	Word Mark
Registration Number:	3677392	SATIN STRANDS
Registration Number:	3256897	SATIN STRANDS
Registration Number:	2806741	SAVAGE BRONZE
Registration Number:	3011362	SHEER GLORY
Registration Number:	3592501	SILK ELEMENTS
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	3136681	SILKEN CHILD
Registration Number:	3532023	SO GORGEOUS
Registration Number:	2885024	SPIKE IT
Registration Number:	2830863	SPLIT MENDER
Registration Number:	3935011	STOW 'N GO
Registration Number:	3944188	STOW 'N GO
Registration Number:	4122785	STRAIGHT N' SPIRAL
Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	3240784	STYLE IT UP
Registration Number:	3944266	STYLE IT UP
Registration Number:	4593373	STYLER HD
Registration Number:	3494978	SUPER JUICIES SHEER
Registration Number:	3967014	TAHITI WOOD
Registration Number:	3166170	TANWISE
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	5785941	TEXTURE ID
Registration Number:	3419320	TOOL SCIENCE
Registration Number:	3419321	TOOL SCIENCE
Registration Number:	3346276	TOOL SCIENCE
Registration Number:	3346277	TOOL SCIENCE
Registration Number:	3775415	TOOL STRUCTURE
Registration Number:	3825067	TOOL STRUCTURE
Registration Number:	3390960	TURN UP THE HEAT
Registration Number:	4184130	VENIQUE
Registration Number:	4847212	VIAPLEX
Registration Number:	2763114	VICTORY
Registration Number:	1284849	WET LOOK
Registration Number:	3338819	WET LOOK
Registration Number:	2425130	WHATEVER YOU WANT. WHENEVER YOU NEED IT.
Registration Number:	3667152	ZERO TO SEXY
Registration Number:	2316754	SALLY
Registration Number:	2322182	WILDEST DREAMS

Property Type	Number	Word Mark
Registration Number:	2359609	MEDILIP
Registration Number:	2360769	POWER LIFT
Registration Number:	2362945	STIFF HEAD
Registration Number:	2392377	BATH SECRETS
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	3677502	TOTAL IMPACT
Registration Number:	3750316	HOOP-LA
Registration Number:	3755086	NEW IMAGE
Registration Number:	3779591	PERPETUAL HEAT
Registration Number:	4444360	I.FUSION HEAT THERAPY
Registration Number:	4456198	VINTAGE GLAM
Registration Number:	4489235	MYSTIC DIVINE
Registration Number:	4502482	NATURALLY SILK ELEMENTS
Registration Number:	4548310	FOCUS ESTILISTA
Registration Number:	4562594	HAIRSCRIPTION
Registration Number:	5433866	AM ARMSTRONG MCCALL
Registration Number:	1675418	ARMSTRONG MCCALL
Registration Number:	4386342	ARMSTRONG MCCALL
Registration Number:	3355085	WORLD'S FAIR OF COSMETIC ARTS AND SCIENC
Registration Number:	2820578	BARNUM
Registration Number:	2043011	COSMOPROF
Registration Number:	2025319	COSMOPROF
Registration Number:	3678570	COSMOPROF
Registration Number:	3678571	COSMOPROF
Registration Number:	5291794	COSMO PROF
Serial Number:	87843316	
Serial Number:	88654811	INSPIRED BY NATURE
Serial Number:	88376222	LÔMÉ PARIS
Serial Number:	88747314	PRO TENTIAL
Serial Number:	88369617	SILK ELEMENTS RENOURISH
Serial Number:	88159512	SUGAR ESCAPE
Serial Number:	88338423	UNLOCK YOUR PROTENTIAL
Serial Number:	88756602	SALLY BEAUTY
Serial Number:	88756607	COSMO PROF

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.

TRADEMARK

REEL: 006923 FRAME: 0269

Email: marissa.yu@freshfields.com
Correspondent Name: Marissa Yu
Address Line 1: 601 Lexington Avenue, 31st Floor
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER: Marissa Yu

SIGNATURE: /mmy/

DATE SIGNED: 04/24/2020

Total Attachments: 15

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (“Trademark Security Agreement”), dated as of April 24, 2020, 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 an “Issuer” and collectively the “Issuers”), SALLY BEAUTY HOLDINGS, INC. (“Holding”) and SALLY INVESTMENT HOLDINGS LLC (“Intermediate Holdings”, and together with Holding, the “Parent Guarantors”), the Subsidiaries of the Issuers identified herein and WELLS FARGO BANK, NATIONAL ASSOCIATION, as collateral agent (the “Collateral Agent”) for the Secured Parties under the Security Agreement referred to below.

WHEREAS, reference is made to the Indenture, dated as of April 24, 2020 (as amended, restated, supplemented and/or otherwise modified from time to time, the “Indenture”), among Sally Capital and the Company as Issuers, the Parent Guarantors, Wells Fargo Bank, National Association, as Trustee with respect to the 8.750% senior secured notes due 2025 (including any additional notes issued under the Indenture, the “Notes”).

WHEREAS, as a condition precedent to the issuance of Notes under the Indenture, each Grantor has executed and delivered to the Collateral Agent that certain Security Agreement dated as of April 24, 2020, 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. Notes 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 Indenture, 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.

SALLY HOLDINGS LLC

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

SALLY CAPITAL INC.

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

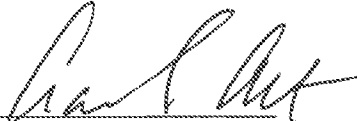
SALLY BEAUTY HOLDINGS, INC.

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

SALLY INVESTMENT HOLDINGS LLC

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

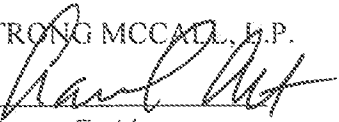
BEAUTY HOLDING LLC

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

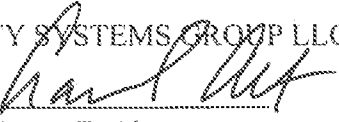
ARMSTRONG MCCALL, L.P.

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

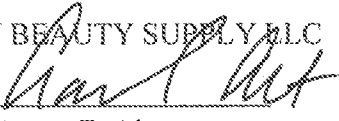
BEAUTY SYSTEMS GROUP LLC

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

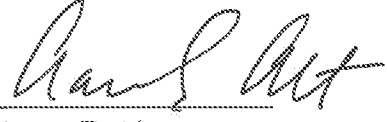
SALLY BEAUTY SUPPLY LLC

By: 

Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

INNOVATIONS -- SUCCESSFUL SALON SERVICES INC.

By: 

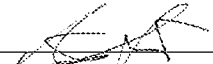
Name: Aaron E. Alt

Title: Senior Vice President and Chief Financial Officer

AGREED TO AND ACCEPTED:

WELLS FARGO BANK, NATIONAL
ASSOCIATION

as Collateral Agent

By:  _____

Patrick Giordano - Vice President

Wells Fargo Bank, N.A.

Corporate Trust Services

333 S. Grand Avenue, Fifth Floor, Suite

5A

Attn: Corporate Trust Administrator -

Sally Beauty Los Angeles, CA 90071

SCHEDULE 1
TRADEMARKS

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date	[Record Owner]
AIR HEAD	USA	2885035	14-Sep-04	Beauty Holding LLC
BADA BING	USA	2789827	2-Dec-03	Beauty Holding LLC
BEACH HEAD	USA	3086020	25-Apr-06	Beauty Holding LLC
BEAUTIQUE	USA	2114289	18-Nov-97	Beauty Holding LLC
BEAUTIQUE	USA	3127498	8-Aug-06	Beauty Holding LLC
BEAUTY SECRETS	USA	1884486	21-Mar-95	Beauty Holding LLC
BEAUTY SECRETS	USA	2887503	21-Sep-04	Beauty Holding LLC
BEAUTY SECRETS Stylized Black Flower	USA	4712922	31-Mar-15	Beauty Holding LLC
BEAUTY SYSTEMS GROUP	USA	5435903	3-Apr-18	Beauty Holding LLC
BEYOND BELIEF	USA	2265665	27-Jul-99	Beauty Holding LLC
BEYOND BELIEF	USA	3485915	12-Aug-08	Beauty Holding LLC
BEYOND BELIEF	USA	2846710	25-May-04	Beauty Holding LLC
BEYOND THE ZONE	USA	2882901	7-Sep-04	Beauty Holding LLC
BEYOND THE ZONE	USA	2923001	1-Feb-05	Beauty Holding LLC
BITZY	USA	5134310	31-Jan-17	Beauty Holding LLC
BLOND BRILLIANCE	USA	2562797	23-Apr-02	Beauty Holding LLC
BRUSH STROKES	USA	3269238	24-Jul-07	Beauty Holding LLC
BSG	USA	2972621	19-Jul-05	Beauty Holding LLC
BTZ	USA	4293147	19-Feb-13	Beauty Holding LLC
CHROMAXTEND	USA	4868557	2-Sep-15	Beauty Holding LLC

COLOR BOMBZ	USA	2962331	14-Jun-05	Beauty Holding LLC
COLOR BRILLIANCE	USA	1899532	13-Jun-95	Beauty Holding LLC
COLOR BRILLIANCE	USA	3690077	29-Sep-09	Beauty Holding LLC
COLOR DEFENSE	USA	2823066	16-Mar-04	Beauty Holding LLC
COLOR JAMZ	USA	2861230	6-Jul-04	Beauty Holding LLC
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DERANGED	USA	3128126	8-Aug-06	Beauty Holding LLC
DL	USA	3544553	9-Dec-08	Beauty Holding LLC
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EXPRESS LOCS	USA	4313522	2-Apr-13	Beauty Holding LLC
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FACE SECRETS	USA	2849567	1-Jun-04	Beauty Holding LLC
FC FEMME COUTURE	USA	4386865	20-Aug-13	Beauty Holding LLC
FEELS LIKE NEW	USA	2811813	3-Feb-04	Beauty Holding LLC
FEMME COUTURE	USA	3554727	30-Dec-08	Beauty Holding LLC
FINGERPAINTS	USA	1187293	26-Jan-82	Beauty Holding LLC
FLIPPED OUT	USA	2830853	6-Apr-04	Beauty Holding LLC
FOR PERMS ONLY	USA	1678208	10-Mar-92	Beauty Holding LLC
FP and Design	USA	4573524	22-Jul-14	Beauty Holding LLC
FRIZZ ZAPPER	USA	3347151	4-Dec-07	Beauty Holding LLC
FROZEN STIFF	USA	2724419	10-Jun-03	Beauty Holding LLC
GATOR	USA	3775995	13-Apr-10	Beauty Holding LLC
GENERIC VALUE PRODUCTS	USA	2180526	11-Aug-98	Beauty Holding LLC
GENERIC VALUE PRODUCTS	USA	3632859	2-Jun-09	Beauty Holding LLC

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GET'N CREAMED	USA	2830813	6-Apr-04	Beauty Holding LLC
GET'N WAVES	USA	3235416	24-Apr-07	Beauty Holding LLC
GRIPPER	USA	2968063	12-Jul-05	Beauty Holding LLC
GVP	USA	3596426	24-Mar-09	Beauty Holding LLC
GVP	USA	3115264	11-Jul-06	Beauty Holding LLC
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HEATMASTER	USA	3485764	12-Aug-08	Beauty Holding LLC
HEEL TO TOE	USA	3198974	16-Jan-07	Beauty Holding LLC
INTENSIVE SHINE	USA	3410256	8-Apr-08	Beauty Holding LLC
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ION	USA	3529010	4-Nov-08	Beauty Holding LLC
ION	USA	3071641	21-Mar-06	Beauty Holding LLC
ION	USA	4966457	24-May-16	Beauty Holding LLC
ION	USA	5015383	9-Aug-16	Beauty Holding LLC
ION	USA	5112146	3-Jan-17	Beauty Holding LLC
ION	USA	5231599	27-Jun-17	Beauty Holding LLC
ION & Design	USA	5663019	22-Jan-19	Beauty Holding LLC
ION SENSITIVE SCALP	USA	3171617	14-Nov-06	Beauty Holding LLC
ION SENSITIVE SCALP	USA	5134655	31-Jan-17	Beauty Holding LLC
LAST CALL	USA	2765664	16-Sep-03	Beauty Holding LLC
LICENSED TO CREATE	USA	5019339	9-Aug-16	Beauty Holding LLC
LOXA	USA	5256538	1-Aug-17	Beauty Holding LLC
LOXA BEAUTY	USA	4697123	3-Mar-15	Beauty Holding LLC

MARLO BEAUTY SUPPLY	USA	1726434	20-Oct-92	Beauty Holding LLC
MARULA NATURE & Design	USA	4603177	9-Sep-14	Beauty Holding LLC
MEGASILK	USA	3166089	31-Oct-06	Beauty Holding LLC
METAGRIP	USA	2846753	25-May-04	Beauty Holding LLC
MG BETTER HEAT. BETTER HAIR.	USA	5767842	4-Jun-19	Beauty Holding LLC
MINERAL EFFECTS	USA	3468666	15-Jul-08	Beauty Holding LLC
MODERN ELEMENTS	USA	4343997	28-May-13	Beauty Holding LLC
MODERN ELEMENTS	USA	5221968	13-Jun-17	Beauty Holding LLC
MONSTER LASH	USA	4013162	16-Aug-11	Beauty Holding LLC
NAIL LIFE	USA	2650144	12-Nov-02	Beauty Holding LLC
NATURAL 7 OIL	USA	3401828	25-Mar-08	Beauty Holding LLC
NET EFFECT	USA	1769609	11-May-93	Beauty Holding LLC
NEW IMAGE	USA	799630	30-Nov-65	Beauty Holding LLC
NOODLE HEAD	USA	2765665	16-Sep-03	Beauty Holding LLC
ONE STROKE	USA	3772390	6-Apr-10	Beauty Holding LLC
PLUGGED IN	USA	3362209	1-Jan-08	Beauty Holding LLC
PLUGGED IN	USA	3378441	5-Feb-08	Beauty Holding LLC
PLUGGED IN	USA	3327607	30-Oct-07	Beauty Holding LLC
PLUGGED IN GED	USA	3309951	9-Oct-07	Beauty Holding LLC
POPSI CURLS	USA	5221998	13-Jun-17	Beauty Holding LLC
PRO CARE	USA	1152062	28-Apr-81	Beauty Holding LLC
PROCLAIM	USA	2404574	14-Nov-00	Beauty Holding LLC
PROCLAIM	USA	2936960	29-Mar-05	Beauty Holding LLC
PROTEIN COCKTAIL	USA	2793048	9-Dec-03	Beauty Holding LLC
PUCKER UPS	USA	2418929	9-Jan-01	Beauty Holding LLC

QUICK WHITE	USA	2652574	19-Nov-02	Beauty Holding LLC
RASPBERRY KAMIKAZE	USA	2861295	6-Jul-04	Beauty Holding LLC
RETRO VINYL	USA	4289976	12-Feb-13	Beauty Holding LLC
ROCK ON	USA	2675527	14-Jan-03	Beauty Holding LLC
SALLY	USA	1763527	6-Apr-93	Beauty Holding LLC
SALLY BEAUTY	USA	2810775	3-Feb-04	Beauty Holding LLC
SALLY BEAUTY	USA	2582384	18-Jun-02	Beauty Holding LLC
SALLY BEAUTY	USA	4894770	2-Feb-16	Beauty Holding LLC
SALLY BEAUTY stylized	USA	4894771	2-Feb-16	Beauty Holding LLC
SALLY BEAUTY Stylized/Design	USA	4963814	24-May-16	Beauty Holding LLC
SALLY BEAUTY Stylized/Design	USA	4972245	7-Jun-16	Beauty Holding LLC
SALLY BEAUTY Stylized/Design	USA	4941345	19-Apr-16	Beauty Holding LLC
SALLY BEAUTY Stylized/Design	USA	4972244	7-Jun-16	Beauty Holding LLC
SALLY BEAUTY Stylized/Design	USA	4968024	31-May-16	Beauty Holding LLC
SALLY BEAUTY Stylized/Design	USA	5069897	25-Oct-16	Beauty Holding LLC
SALLY BEAUTY SUPPLY	USA	2799286	23-Dec-03	Beauty Holding LLC
SALLY GIRL	USA	3866355	26-Oct-10	Beauty Holding LLC
SALLY GIRL	USA	3127488	8-Aug-06	Beauty Holding LLC
SALON CARE	USA	2083563	29-Jul-97	Beauty Holding LLC
SALON CARE	USA	2540686	19-Feb-02	Beauty Holding LLC
SALON CARE	USA	2301571	21-Dec-99	Beauty Holding LLC
SALON CARE	USA	2765791	16-Sep-03	Beauty Holding LLC
SALON CARE	USA	2850945	8-Jun-04	Beauty Holding LLC
SALON CARE BLUE FLASH	USA	3588528	10-Mar-09	Beauty Holding LLC
SALON-MATE	USA	3348016	4-Dec-07	Beauty Holding LLC

SATIN STRANDS	USA	3677392	1-Sep-09	Beauty Holding LLC
SATIN STRANDS	USA	3256897	26-Jun-07	Beauty Holding LLC
SAVAGE BRONZE	USA	2806741	20-Jan-04	Beauty Holding LLC
SHEER GLORY	USA	3011362	1-Nov-05	Beauty Holding LLC
SILK ELEMENTS	USA	3592501	17-Mar-09	Beauty Holding LLC
SILK ELEMENTS	USA	2935496	22-Mar-05	Beauty Holding LLC
SILKEN CHILD	USA	3136681	29-Aug-06	Beauty Holding LLC
SO GORGEOUS	USA	3532023	11-Nov-08	Beauty Holding LLC
SPIKE IT	USA	2885024	14-Sep-04	Beauty Holding LLC
SPLIT MENDER	USA	2830863	6-Apr-04	Beauty Holding LLC
STOW 'N GO	USA	3935011	22-Mar-11	Beauty Holding LLC
STOW 'N GO	USA	3944188	12-Apr-11	Beauty Holding LLC
STRAIGHT N' SPIRAL	USA	4122785	3-Apr-12	Beauty Holding LLC
STRICTLY PROFESSIONAL	USA	3159879	17-Oct-06	Beauty Holding LLC
STYLE IT UP	USA	3240784	8-May-07	Beauty Holding LLC
STYLE IT UP	USA	3944266	12-Apr-11	Beauty Holding LLC
STYLER HD	USA	4593373	26-Aug-14	Beauty Holding LLC
SUPER JUICIES SHEER	USA	3494978	2-Sep-08	Beauty Holding LLC
TAHITI WOOD	USA	3967014	24-May-11	Beauty Holding LLC
TANWISE	USA	3166170	31-Oct-06	Beauty Holding LLC
TERRIFIC TIPS	USA	2013919	5-Nov-96	Beauty Holding LLC
TEXTURE ID	USA	5785941	25-Jun-19	Beauty Holding LLC
TOOL SCIENCE	USA	3419320	29-Apr-08	Beauty Holding LLC
TOOL SCIENCE	USA	3419321	29-Apr-08	Beauty Holding LLC
TOOL SCIENCE	USA	3346276	27-Nov-07	Beauty Holding LLC
TOOL SCIENCE	USA	3346277	27-Nov-07	Beauty Holding LLC
TOOL STRUCTURE	USA	3775415	13-Apr-10	Beauty Holding LLC

TOOL STRUCTURE	USA	3825067	27-Jul-10	Beauty Holding LLC
TURN UP THE HEAT	USA	3390960	4-Mar-08	Beauty Holding LLC
VENIQUE	USA	4184130	31-Jul-12	Beauty Holding LLC
VIAPLEX	USA	4847212	3-Nov-15	Beauty Holding LLC
VICTORY	USA	2763114	16-Sep-03	Beauty Holding LLC
WET LOOK	USA	1284849	10-Jul-84	Beauty Holding LLC
WET LOOK	USA	3338819	20-Nov-07	Beauty Holding LLC
WHATEVER YOU WANT. WHENEVER YOU NEED IT. WHEREVER YOU ARE.	USA	2425130	30-Jan-01	Beauty Holding LLC
ZERO TO SEXY	USA	3667152	11-Aug-09	Beauty Holding LLC
SALLY	USA	2316754	8-Feb-00	Beauty Holding LLC
WILDEST DREAMS	USA	2322182	22-Feb-00	Beauty Holding LLC
MEDILIP	USA	2359609	20-Jun-00	Beauty Holding LLC
POWER LIFT	USA	2360769	20-Jun-00	Beauty Holding LLC
STIFF HEAD	USA	2362945	27-Jun-00	Beauty Holding LLC
BATH SECRETS	USA	2392377	3-Oct-00	Beauty Holding LLC
DESIGN LENGTHS	USA	3477197	29-Jul-08	Beauty Holding LLC
TOTAL IMPACT	USA	3677502	1-Sep-09	Beauty Holding LLC
HOOP-LA	USA	3750316	16-Feb-10	Beauty Holding LLC
NEW IMAGE	USA	3755086	2-Mar-10	Beauty Holding LLC
PERPETUAL HEAT	USA	3779591	20-Apr-10	Beauty Holding LLC
I.FUSION HEAT THERAPY	USA	4444360	3-Dec-13	Beauty Holding LLC
VINTAGE GLAM	USA	4456198	24-Dec-13	Beauty Holding LLC
MYSTIC DIVINE	USA	4489235	25-Feb-14	Beauty Holding LLC

NATURALLY SILK ELEMENTS	USA	4502482	25-Mar-14	Beauty Holding LLC
FOCUS ESTILISTA	USA	4548310	10-Jun-14	Beauty Holding LLC
HAIRSCRIPTION	USA	4562594	8-Jul-14	Beauty Holding LLC
AM ARMSTRONG MCCALL	USA	5433866	27-Mar-18	Armstrong McCall, L.P.
ARMSTRONG MCCALL	USA	1675418	11-Feb-92	Armstrong McCall, L.P.
ARMSTRONG MCCALL	USA	4386342	20-Aug-13	Armstrong McCall, L.P.
WORLD'S FAIR OF COSMETIC ARTS AND SCIENCES	USA	3355085	18-Dec-07	Armstrong McCall, L.P.
ARMSTRONG MCCALL		448440	3-Dec-93	Armstrong McCall, L.P.
ARMSTRONG-MCCALL		448441	3-Dec-93	Armstrong McCall, L.P.
ARMSTRONG-MCCALL		448442	3-Dec-93	Armstrong McCall, L.P.
BARNUM	USA	2820578	9-Mar-04	Beauty Systems Group LLC
VICTORY	USA	2763114	16-Sep-03	Beauty Systems Group LLC
COSMOPROF	USA	2043011	11-Mar-97	Innovations -- Successful Salon Services, Inc.
COSMOPROF	USA	2025319	24-Dec-96	Innovations -- Successful Salon Services, Inc.
COSMOPROF	USA	3678570	8-Sep-09	Innovations -- Successful Salon Services, Inc.
COSMOPROF	USA	3678571	8-Sep-09	Innovations -- Successful Salon Services, Inc.

COSMOPROF	USA	5291794	19-Sep-17	Innovations -- Successful Salon Services, Inc.
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Trademark Applications

Mark	Jurisdiction	ITU Status	Application Number	Filing Date	[Record Owner]
(Design Only)	USA		88746580	3-Jan-20	Beauty Holding LLC
AEROGANT	USA		88276517	25-Jan-19	Beauty Holding LLC
COLORVIEW	USA		88415991	5-May-19	Beauty Holding LLC
Five Circle Design	USA		87843316	21-Mar-18	Beauty Holding LLC
INSPIRED BY NATURE	USA		88654811	15-Oct-19	Beauty Holding LLC
LÔMÉ PARIS	USA		88376222	8-Apr-19	Beauty Holding LLC
PROTENTIAL	USA		88747314	5-Jan-20	Beauty Holding LLC
SILK ELEMENTS RENOURISH	USA		88369617	3-Apr-19	Beauty Holding LLC
SUGAR ESCAPE	USA		88159512	18-Oct-18	Beauty Holding LLC
UNLOCK YOUR PROTENTIAL	USA		88338423	13-Mar-19	Beauty Holding LLC
SALLY BEAUTY	USA		88756602	1-Jan-20	Beauty Holding LLC
COSMO PROF	USA		88756607	13-Jan-20	Innovations -- Successful Salon Services, Inc.

Trademark Licenses

License Agreement	Parties	Licensed Trademarks

