

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM791483

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ARMSTRONG MCCALL, L.P.		02/28/2023	Limited Partnership: TEXAS
BEAUTY HOLDING LLC		02/28/2023	Limited Liability Company: DELAWARE
BEAUTY SYSTEMS GROUP LLC		02/28/2023	Limited Liability Company: VIRGINIA
INNOVATIONS - SUCCESSFUL SALON SERVICES		02/28/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BANK OF AMERICA, N.A., as Collateral Agent		
Street Address:	900 W Trade St.		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28255		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 195			
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:	5433866	AM ARMSTRONG MCCALL	
Registration Number:	6355298	BTZ	
Registration Number:	6636551	STRAWBERRY LEOPARD	
Registration Number:	6615227	ION	
Registration Number:	6633765	GENERIC VALUE PRODUCTS	
Registration Number:	6590460	SALLY.	
Registration Number:	6759394	SALLY.	
Registration Number:	799630	NEW IMAGE	
Registration Number:	1187293	FINGERPAINTS	
Registration Number:	1152062	PRO CARE	
Registration Number:	1320267	ION	
		TRADEMARK	

Property Type	Number	Word Mark
Registration Number:	1284849	WET LOOK
Registration Number:	1884486	BEAUTY SECRETS
Registration Number:	1763527	SALLY
Registration Number:	1899532	COLOR BRILLIANCE
Registration Number:	2013919	TERRIFIC TIPS
Registration Number:	2083563	SALON CARE
Registration Number:	2114289	BEAUTIQUE
Registration Number:	2540686	SALON CARE
Registration Number:	2180526	GENERIC VALUE PRODUCTS
Registration Number:	2265665	BEYOND BELIEF
Registration Number:	2228458	EFFECTIVE CARE
Registration Number:	2301571	SALON CARE
Registration Number:	2404574	PROCLAIM
Registration Number:	2562797	BLOND BRILLIANCE
Registration Number:	2650144	NAIL LIFE
Registration Number:	2675527	ROCK ON
Registration Number:	2652574	QUICK WHITE
Registration Number:	3468666	MINERAL EFFECTS
Registration Number:	3419320	TOOL SCIENCE
Registration Number:	3419321	TOOL SCIENCE
Registration Number:	3390960	TURN UP THE HEAT
Registration Number:	3347151	FRIZZ ZAPPER
Registration Number:	3338819	WET LOOK
Registration Number:	3554727	FEMME COUTURE
Registration Number:	3667152	ZERO TO SEXY
Registration Number:	3485764	HEATMASTER
Registration Number:	3358849	DEMENTED
Registration Number:	3348016	SALON-MATE
Registration Number:	3485915	BEYOND BELIEF
Registration Number:	3362209	PLUGGED IN
Registration Number:	3378441	PLUGGED IN
Registration Number:	3532023	SO GORGEOUS
Registration Number:	3544553	DL
Registration Number:	3494978	SUPER JUICIES SHEER
Registration Number:	3592501	SILK ELEMENTS
Registration Number:	3588528	SALON CARE BLUE FLASH
Registration Number:	3690077	COLOR BRILLIANCE
Registration Number:	3677392	SATIN STRANDS

Property Type	Number	Word Mark
Registration Number:	3775415	TOOL STRUCTURE
Registration Number:	3772390	ONE STROKE
Registration Number:	3596426	GVP
Registration Number:	3632859	GENERIC VALUE PRODUCTS
Registration Number:	3775995	GATOR
Registration Number:	3825067	TOOL STRUCTURE
Registration Number:	2582384	SALLY BEAUTY
Registration Number:	2885024	SPIKE IT
Registration Number:	2972621	BSG
Registration Number:	3086020	BEACH HEAD
Registration Number:	2765664	LAST CALL
Registration Number:	2765665	NOODLE HEAD
Registration Number:	2760298	ION
Registration Number:	2861230	COLOR JAMZ
Registration Number:	2885035	AIR HEAD
Registration Number:	3071641	ION
Registration Number:	2882901	BEYOND THE ZONE
Registration Number:	2789827	BADA BING
Registration Number:	2793048	PROTEIN COCKTAIL
Registration Number:	2861295	RASPBERRY KAMIKAZE
Registration Number:	2846498	FACE SECRETS
Registration Number:	3127488	SALLY GIRL
Registration Number:	2765791	SALON CARE
Registration Number:	2887503	BEAUTY SECRETS
Registration Number:	2799286	SALLY BEAUTY SUPPLY
Registration Number:	2968063	GRIPPER
Registration Number:	2823066	COLOR DEFENSE
Registration Number:	2830813	GET'N CREAMED
Registration Number:	3127498	BEAUTIQUE
Registration Number:	2724419	FROZEN STIFF
Registration Number:	2935496	SILK ELEMENTS
Registration Number:	2811813	FEELS LIKE NEW
Registration Number:	2830853	FLIPPED OUT
Registration Number:	2830863	SPLIT MENDER
Registration Number:	2846710	BEYOND BELIEF
Registration Number:	2849567	FACE SECRETS
Registration Number:	2846753	METAGRIP
Registration Number:	2806741	SAVAGE BRONZE

Property Type	Number	Word Mark
Registration Number:	2810775	SALLY BEAUTY
Registration Number:	2936960	PROCLAIM
Registration Number:	2850945	SALON CARE
Registration Number:	2923001	BEYOND THE ZONE
Registration Number:	3410256	INTENSIVE SHINE
Registration Number:	2962331	COLOR BOMBZ
Registration Number:	3159879	STRICTLY PROFESSIONAL
Registration Number:	3529010	ION
Registration Number:	3166089	MEGASILK
Registration Number:	3136681	SILKEN CHILD
Registration Number:	3166170	TANWISE
Registration Number:	3011362	SHEER GLORY
Registration Number:	3256897	SATIN STRANDS
Registration Number:	3269238	BRUSH STROKES
Registration Number:	3245401	GENERIC VALUE PRODUCTS
Registration Number:	3115264	GVP
Registration Number:	3113018	GVP
Registration Number:	3170628	GENERIC VALUE PRODUCTS
Registration Number:	3128126	DERANGED
Registration Number:	3171617	ION SENSITIVE SCALP
Registration Number:	3401828	NATURAL 7 OIL
Registration Number:	3327607	PLUGGED IN
Registration Number:	3198974	HEEL TO TOE
Registration Number:	3346276	TOOL SCIENCE
Registration Number:	3346277	TOOL SCIENCE
Registration Number:	3309951	PLUGGED IN GED
Registration Number:	3235416	GET'N WAVES
Registration Number:	3240784	STYLE IT UP
Registration Number:	4122785	STRAIGHT N' SPIRAL
Registration Number:	4293147	BTZ
Registration Number:	4289976	RETRO VINYL
Registration Number:	4343997	MODERN ELEMENTS
Registration Number:	4459793	HAIRTENSITY
Registration Number:	4593373	STYLER HD
Registration Number:	4568829	CURL 3HD
Registration Number:	4489235	MYSTIC DIVINE
Registration Number:	4712922	
Registration Number:	4966457	ION

Property Type	Number	Word Mark
Registration Number:	5015383	ION
Registration Number:	4573524	FP
Registration Number:	5256538	LOXA
Registration Number:	4894770	SALLY BEAUTY
Registration Number:	4894771	SALLYBEAUTY
Registration Number:	5134310	BITZY
Registration Number:	5069897	SALLY BEAUTY
Registration Number:	4968024	SALLY BEAUTY
Registration Number:	4972244	SALLY BEAUTY
Registration Number:	4941345	SALLY BEAUTY
Registration Number:	4963814	SALLY BEAUTY
Registration Number:	4972245	SALLY BEAUTY
Registration Number:	5112146	ION
Registration Number:	5019339	LICENSED TO CREATE
Registration Number:	5134655	ION SENSITIVE SCALP
Registration Number:	5435903	BEAUTY SYSTEMS GROUP
Registration Number:	5231599	ION
Registration Number:	5221968	MODERN ELEMENTS
Registration Number:	5221998	POPSI CURLS
Registration Number:	5663019	ION
Registration Number:	5767842	MG BETTER HEAT. BETTER HAIR.
Registration Number:	5785941	TEXTURE ID
Registration Number:	6148379	AEROGANT
Registration Number:	6040251	SILK ELEMENTS RENOURISH
Registration Number:	6211928	LÔMÉ PARIS
Registration Number:	6190714	COLORVIEW
Registration Number:	6209147	
Registration Number:	6252782	SALLY BEAUTY
Registration Number:	6514617	SILK ELEMENTS
Registration Number:	3477197	DESIGN LENGTHS
Registration Number:	4313522	EXPRESS LOCS
Registration Number:	4386865	FC FEMME COUTURE
Registration Number:	1726434	MARLO BEAUTY SUPPLY
Registration Number:	1769609	NET EFFECT
Serial Number:	97566921	INSPIRED BY NATURE ION
Serial Number:	97609026	HAPPY BEAUTY CO.
Serial Number:	97609030	HB CO.
Serial Number:	90288267	BEAUTY SECRETS

Property Type	Number	Word Mark
Serial Number:	90304726	DIY UNIVERSITY BY SALLY BEAUTY
Serial Number:	97021853	NOURIPLEX
Serial Number:	90507330	SALLYPEDIA
Serial Number:	90621366	GVP
Serial Number:	90622079	HAIRSCRIPTION
Serial Number:	90774319	READ THE LABEL
Serial Number:	97035982	AUTOWRAP
Serial Number:	97038295	STRAWBERRY LEOPARD
Serial Number:	97047692	NOURIBOND
Serial Number:	97057896	PLEX 3
Serial Number:	97244312	NUOPLEX
Serial Number:	97264274	PROTECT & PRESERVE
Serial Number:	97354568	BONDBAR
Serial Number:	97444403	STUDIO BY SALLY
Serial Number:	97529293	HB CO.
Serial Number:	97529297	HAPPY CO. BEAUTY
Serial Number:	97529299	HAPPY BEAUTY CO.
Serial Number:	97510550	PRO QUALITY. FOR LESS.
Serial Number:	88747314	PRO TENTIAL
Registration Number:	2763114	VICTORY
Registration Number:	2820578	BARNUM
Registration Number:	2043011	COSMOPROF
Registration Number:	2025319	COSMOPROF
Registration Number:	3678570	COSMOPROF
Registration Number:	3678571	COSMOPROF
Registration Number:	6795532	COSMO PROF
Registration Number:	5291794	COSMO PROF
Registration Number:	6290622	COSMO PROF
Serial Number:	97583402	EVERY ARTIST NEEDS AN ALLY

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.

Phone: 8004945225

Email: ipteam@cogencyglobal.com

Correspondent Name: Stewart Walsh

Address Line 1: 1025 Connecticut Ave NW, Suite 712

Address Line 2: COGENCY GLOBAL Inc.

Address Line 4: Washington, D.C. 20036

ATTORNEY DOCKET NUMBER:	1919655 TM
NAME OF SUBMITTER:	Cavika Prashad
SIGNATURE:	/Cavika Prashad/
DATE SIGNED:	03/03/2023

Total Attachments: 16

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (“Trademark Security Agreement”), dated as of February 28, 2023, is made by and among ARMSTRONG MCCALL, L.P., a Texas limited partnership, BEAUTY HOLDING LLC, a Delaware limited liability company, BEAUTY SYSTEMS GROUP LLC, a Virginia limited liability company, and INNOVATIONS – SUCCESSFUL SALON SERVICES, a California corporation (each individually a “Grantor” and collectively the “Grantors”), in favor of BANK OF AMERICA, N.A., (the “Collateral Agent”), as collateral agent for the secured parties under the Security Agreement referred to below (the “Secured Parties”).

WHEREAS, 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., a Delaware corporation (“Holding”), and SALLY INVESTMENT HOLDINGS LLC, a Delaware limited liability company (“Intermediate Holdings”, and together with Holding, the “Parent Guarantors”), have entered into that certain Credit Agreement dated as of the date hereof (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 the date hereof, made by and among, *inter alia*, 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.

GRANTORS:

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

As to all the above

By: 
Name: Marlo Cormier
Title: Senior Vice President and Chief
Financial Officer

Address for Notices:

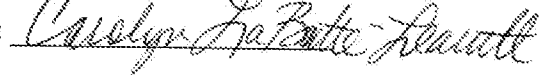
3001 Colorado Blvd.
Denton, Texas 76210

[Signature Page to Trademark Security Agreement]

AGREED TO AND ACCEPTED:

BANK OF AMERICA, N.A.

as Collateral Agent

By: 

Name: Carolyn LaBatte-Leavitt

Title: Vice President

Address for Notices:

Bank of America Plaza

540 W Madison St.

Chicago, IL 60661

[Signature Page to Trademark Security Agreement]

SCHEDULE I – INTELLECTUAL PROPERTY

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

U.S. Trademark Registrations

Trademark	Registration	Registration
ARMSTRONG MCCALL	8/20/2013	4386342
ARMSTRONG MCCALL	2/11/1992	1675418
WORLD'S FAIR OF COSMETIC ARTS AND SCIENCES	12/18/2007	3355085
Am Armstrong McCall	3/27/2018	5433866

U.S. Trademark Applications

Mark

Filing Date

Application No.

None

TRADEMARK/TRADE NAMES OWNED BY BEAUTY HOLDING LLC

U.S. Trademark Registrations

Trademark	Registration Date	Registration Number
BTZ	5/18/2021	6,355,298
Strawberry Leopard	2/8/2022	6,636,551
Ion	1/11/2022	6,615,227
Generic Value Products	2/1/2022	6,633,765
Sally.	12/14/2021	6,590,460
Sally.	6/14/2022	6,759,394
New Image	11/30/1965	799,630
Fingerpaints	1/26/1982	1,187,293
Pro Care	4/28/1981	1,152,062
Ion	2/19/1985	1,320,267
Wet Look	7/10/1984	1,284,849
Beauty Secrets	3/21/1995	1,884,486
Sally	4/6/1993	1,763,527
Color Brilliance	6/13/1995	1,899,532
Terrific Tips	11/5/1996	2,013,919
Salon Care	7/29/1997	2,083,563
Beautique	11/18/1997	2,114,289

Trademark	Registration Date	Registration Number
Salon Care	2/19/2002	2,540,686
Generic Value Products	8/11/1998	2,180,526
Beyond Belief	7/27/1999	2,265,665
Effective Care	3/2/1999	2,228,458
Salon Care	12/21/1999	2,301,571
Proclaim	11/14/2000	2,404,574
Blond Brilliance	4/23/2002	2,562,797
Nail Life	11/12/2002	2,650,144
Rock On	1/14/2003	2,675,527
Quick White	11/19/2002	2,652,574
Mineral Effects	7/15/2008	3,468,666
Tool Science & Design	4/29/2008	3,419,320
Tool Science	4/29/2008	3,419,321
Turn Up The Heat	3/4/2008	3,390,960
Frizz Zapper	12/4/2007	3,347,151
Wet Look	11/20/2007	3,338,819
Femme Couture	12/30/2008	3,554,727
Zero To Sexy	8/11/2009	3,667,152
Heatmaster	8/12/2008	3,485,764
Demented	12/25/2007	3,358,849

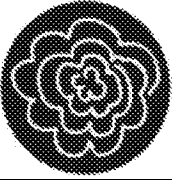
Trademark	Registration Date	Registration Number
Salon-Mate	12/4/2007	3,348,016
Beyond Belief	8/12/2008	3,485,915
Plugged In	1/1/2008	3,362,209
Plugged In & Design	2/5/2008	3,378,441
So Gorgeous	11/11/2008	3,532,023
DI & Design	12/9/2008	3,544,553
Super Juicies Sheer	9/2/2008	3,494,978
Silk Elements	3/17/2009	3,592,501
Salon Care Blue Flash	3/10/2009	3,588,528
Color Brilliance	9/29/2009	3,690,077
Satin Strands	9/1/2009	3,677,392
Tool Structure	4/13/2010	3,775,415
One Stroke	4/6/2010	3,772,390
GVP	3/24/2009	3,596,426
Generic Value Products	6/2/2009	3,632,859
Gator	4/13/2010	3,775,995
Tool Structure	7/27/2010	3,825,067
Sally Beauty	6/18/2002	2,582,384
Spike It	9/14/2004	2,885,024
BSG	7/19/2005	2,972,621

Trademark	Registration Date	Registration Number
Beach Head	4/25/2006	3,086,020
Last Call	9/16/2003	2,765,664
Noodle Head	9/16/2003	2,765,665
Ion	9/2/2003	2,760,298
Color Jamz	7/6/2004	2,861,230
Air Head	9/14/2004	2,885,035
Ion	3/21/2006	3,071,641
Beyond The Zone	9/7/2004	2,882,901
Bada Bing	12/2/2003	2,789,827
Protein Cocktail	12/9/2003	2,793,048
Raspberry Kamikaze	7/6/2004	2,861,295
Face Secrets	5/25/2004	2,846,498
Sally Girl	8/8/2006	3,127,488
Salon Care	9/16/2003	2,765,791
Beauty Secrets	9/21/2004	2,887,503
Sally Beauty Supply	12/23/2003	2,799,286
Gripper	7/12/2005	2,968,063
Color Defense	3/16/2004	2,823,066
Get'n Creamed	4/6/2004	2,830,813
Beautique	8/8/2006	3,127,498

Trademark	Registration Date	Registration Number
Frozen Stiff	6/10/2003	2,724,419
Silk Elements	3/22/2005	2,935,496
Feels Like New	2/3/2004	2,811,813
Flipped Out	4/6/2004	2,830,853
Split Mender	4/6/2004	2,830,863
Beyond Belief	5/25/2004	2,846,710
Face Secrets	6/1/2004	2,849,567
Metagrip	5/25/2004	2,846,753
Savage Bronze	1/20/2004	2,806,741
Sally Beauty	2/3/2004	2,810,775
Proclaim	3/29/2005	2,936,960
Salon Care	6/8/2004	2,850,945
Beyond The Zone & Design	2/1/2005	2,923,001
Intensive Shine	4/8/2008	3,410,256
Color Bombz	6/14/2005	2,962,331
Strictly Professional	10/17/2006	3,159,879
Ion	11/4/2008	3,529,010
Megasilk	10/31/2006	3,166,089
Silken Child	8/29/2006	3,136,681
Tanwise	10/31/2006	3,166,170

Trademark	Registration Date	Registration Number
Sheer Glory	11/1/2005	3,011,362
Satin Strands	6/26/2007	3,256,897
Brush Strokes	7/24/2007	3,269,238
Generic Value Products	5/22/2007	3,245,401
GVP	7/11/2006	3,115,264
GVP	7/4/2006	3,113,018
Generic Value Products	11/14/2006	3,170,628
Deranged	8/8/2006	3,128,126
Ion Sensitive Scalp & Design	11/14/2006	3,171,617
Natural 7 Oil	3/25/2008	3,401,828
Plugged In	10/30/2007	3,327,607
Heel To Toe	1/16/2007	3,198,974
Tool Science	11/27/2007	3,346,276
Tool Science	11/27/2007	3,346,277
Plugged In Ged	10/9/2007	3,309,951
Get'n Waves	4/24/2007	3,235,416
Style It Up	5/8/2007	3,240,784
Straight N' Spiral	4/3/2012	4,122,785
BTZ	2/19/2013	4,293,147
Retro Vinyl	2/12/2013	4,289,976

Trademark	Registration Date	Registration Number
Modern Elements	5/28/2013	4,343,997
Hairtensity	12/31/2013	4,459,793
Styler hd	8/26/2014	4,593,373
Curl 3HD	7/15/2014	4,568,829
Mystic Divine	2/25/2014	4,489,235
BEAUTY SECRETS Stylized Black Flower	3/31/2015	4,712,922
Ion	5/24/2016	4,966,457
Ion & Design	8/9/2016	5,015,383
FP & Design	7/22/2014	4,573,524
Loxa	8/1/2017	5,256,538
Sally Beauty	2/2/2016	4,894,770
Sally Beauty Stylized	2/2/2016	4,894,771
Bitzy	1/31/2017	5,134,310
Sally Beauty	10/25/2016	5,069,897
Sally Beauty Stylized/Design	5/31/2016	4,968,024
Sally Beauty Stylized/Design	6/7/2016	4,972,244
Sally Beauty Stylized/Design	4/19/2016	4,941,345
Sally Beauty Stylized/Design	5/24/2016	4,963,814
Sally Beauty Stylized/Design	6/7/2016	4,972,245
Ion & Design	1/3/2017	5,112,146

Trademark	Registration Date	Registration Number
Licensed To Create	8/9/2016	5,019,339
Ion Sensitive Scalp	1/31/2017	5,134,655
Beauty Systems Group	4/3/2018	5,435,903
Ion	6/27/2017	5,231,599
Modern Elements	6/13/2017	5,221,968
Popsi Curls	6/13/2017	5,221,998
Ion	1/22/2019	5,663,019
Mg Better Heat. Better Hair.	6/4/2019	5,767,842
Texture Id	6/25/2019	5,785,941
Aerogant	9/8/2020	6,148,379
Silk Elements Renourish	4/28/2020	6,040,251
Lômé Paris	12/1/2020	6,211,928
Colorview	11/3/2020	6,190,714
	12/1/2020	6,209,147
Sally Beauty	1/19/2021	6,252,782
Silk Elements	10/12/2021	6,514,617
DESIGN LENGTHS	7/29/2008	3,477,197
EXPRESS LOCS	4/2/2013	4,313,522
FC FEMME COUTURE &	8/20/2013	4,386,865

Trademark	Registration Date	Registration Number
Design		
ION	11/4/2008	3,529,010
MARLO BEAUTY SUPPLY & Design	10/20/1992	1,726,434
NET EFFECT	5/11/1993	1,769,609
PRO CARE	4/28/1981	1,152,062

U.S. Trademark Applications

Mark	Filing Date	Application No.
Inspired By Nature Ion	8/26/2022	97/566,921
Happy Beauty Co.	9/27/2022	97/609,026
HB Co.	9/27/2022	97/609,030
Beauty Secrets	10/29/2020	90/288,267
DIY University By Sally Beauty	11/6/2020	90/304,726
Nouriplex	9/10/2021	97/021,853
Sallypedia	2/3/2021	90/507,330
GVP	4/2/2021	90/621,366
Hairscription	4/2/2021	90/622,079
Read The Label	6/15/2021	90/774,319
Autowrap	9/20/2021	97/035,982
Strawberry Leopard	9/21/2021	97/038,295
Nouribond	9/27/2021	97/047,692
Plex 3	10/4/2021	97/057,896
Nuoplex	1/28/2022	97/244,312
Protect & Preserve	2/11/2022	97/264,274
Bondbar	4/8/2022	97/354,568
Studio By Sally	6/6/2022	97/444,403
HB Co.	8/1/2022	97/529,293
Happy Co. Beauty	8/1/2022	97/529,297
Happy Beauty Co.	8/1/2022	97/529,299
Pro Quality. For Less.	7/19/2022	97/510,550
Pro Tential	1/5/2020	88/747,314

TRADEMARK/TRADE NAMES OWNED BY BEAUTY SYSTEMS GROUP LLC

U.S. Trademark Registrations

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

U.S. Trademark Applications

Mark

Filing Date

Application No.

None.

TRADEMARK/TRADE NAMES OWNED BY INNOVATIONS – SUCCESSFUL SALON SERVICES

U.S. Trademark Registrations

Mark	Reg. Date	Reg. No.
COSMOPROF & Design	3/11/1997	2043011
COSMOPROF	12/24/1996	2025319
COSMOPROF & Design	9/8/2009	3678570
COSMOPROF & Design	9/8/2009	3678571
Cosmo Prof	7/19/2022	6795532
CosmoProf	9/19/2017	5291794
Cosmo Prof	3/9/2021	6,290,622

U.S. Trademark Applications

<u>Mark</u>	<u>Filing Date</u>	<u>Application No.</u>
Every Artist Needs An Ally	9/8/2022	97/583,402