

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM748665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eurasia Concepts, Inc.		08/15/2022	Corporation: CALIFORNIA
Goody Products, Inc.		08/15/2022	Corporation: DELAWARE
J & D Brush Co., LLC		08/15/2022	Limited Liability Company: DELAWARE
Ouidad Licensing LLC		08/15/2022	Limited Liability Company: DELAWARE
Curls Beauty Brand, LLC		08/15/2022	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Piper Sandler Finance, LLC		
Street Address:	345 Park Avenue		
Internal Address:	12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10154		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 88			
Property Type	Number	Word Mark	
Registration Number:	6296350	WET BRUSH BREAK FREE	
Registration Number:	6373851	VITABOOST	
Registration Number:	6458885	SPEED DRY	
Serial Number:	90851236	INTELLIFABRIC	
Serial Number:	90851245	INTELLICOILS	
Serial Number:	90851252	INTELLILASTIC	
Serial Number:	90851256	INTELLIWRAP	
Serial Number:	90851262	INTELLISCRUNCH	
Serial Number:	90851265	INTELLITWIST	
Serial Number:	90851268	WET BRUSH PURE AND CLEAN	
Serial Number:	97225363	HEAD START	
Serial Number:	97110170	WET BRUSH LUXE	

CH \$2215.00 6296350

Property Type	Number	Word Mark
Serial Number:	97301401	GO GREEN DETANGLER
Serial Number:	97301368	WET BRUSH GO GREEN
Serial Number:	97358875	WET BRUSH
Serial Number:	97358878	INTELLIFLEX
Serial Number:	97412895	METABRUSH
Registration Number:	6298127	NANOIONIC
Registration Number:	6486755	BIO IONIC MOISTURIZING HEAT
Registration Number:	6170022	GRAPHENEMX
Serial Number:	90768784	BIO IONIC
Serial Number:	97328055	SMART-X
Serial Number:	97289356	BLURRED FANTASY
Serial Number:	97328056	10X
Serial Number:	97381894	FEEL GOOD HAIR FOR ALL
Serial Number:	97357689	BIO IONIC
Registration Number:	6267567	STYLUTIONS
Registration Number:	6186374	BYE-BYE BREAKAGE!
Registration Number:	6186375	READY, SET, CLEAN!
Registration Number:	6186433	BYE-BYE DRY!
Registration Number:	6225605	HEAVY LIFTING
Registration Number:	6487197	OUIDAD CURL SHAPER
Registration Number:	6598628	TWIST BY OUIDAD
Registration Number:	6556859	HIT RESET
Registration Number:	6577989	WEATHER OR NOT
Registration Number:	6577990	RALLY THE CURLS
Registration Number:	6577991	WEATHER UP
Registration Number:	6577992	HYPE IT UP
Registration Number:	6584887	ON REPEAT
Registration Number:	6495185	GIMME IT ALL
Registration Number:	6584888	CURL GOALS
Registration Number:	6577997	READY, SET, BOUNCE
Registration Number:	6577998	FEELIN' THIRSTY
Registration Number:	6577993	SO RICH, SO FRESH
Registration Number:	6577994	SUNDAY FEELS
Registration Number:	6577995	BIG, RICH & DREAMY
Serial Number:	90308309	PRIMED & CO
Serial Number:	90308314	BOSS BOUNCE
Registration Number:	6577996	GLOW THE EXTRA MILE
Serial Number:	90308330	CURL REIGN

Property Type	Number	Word Mark
Registration Number:	6702627	ESSENTIAL MOISTURE FOR CURLS
Registration Number:	6702628	EXTRA MOISTURE FOR CURLS
Registration Number:	6702629	ULTIMATE MOISTURE FOR CURLS
Serial Number:	90308345	LIKE NEW
Serial Number:	90308354	DRINK UP
Serial Number:	97501423	COIL INFUSION DRINK UP
Registration Number:	6564309	SOFT STRETCH
Serial Number:	90308371	GOOD SHAPE
Registration Number:	6564310	GIVE A BOOST
Registration Number:	6741286	COIL INFUSION
Registration Number:	6769722	STRENGTHEN THE BOND
Serial Number:	90823840	STRETCH SEEKER
Serial Number:	90823846	FRIZZ FREE & FLAWLESS
Serial Number:	90823849	VOLUMIZE & VIBE
Serial Number:	90839773	OUIDAD NO SWEAT
Serial Number:	90870194	MADE FOR CURLS
Serial Number:	97528575	OUIDAD MADE FOR CURLS
Serial Number:	97076665	ANTI-FRIZZ NANO TECHNOLOGY
Serial Number:	97293372	TONE IT AWAY
Serial Number:	97295081	CURL TONE
Serial Number:	97295082	HELLO SHINE
Serial Number:	97293370	GROW ALL OUT
Serial Number:	97347304	UNBREAKABLE BONDS
Serial Number:	97357632	OUIDAD
Registration Number:	6707858	PLANET GOODY
Registration Number:	6348996	SOLANO VERO
Registration Number:	6348998	SOLANO FORZA
Registration Number:	6348999	SOLANO MODA
Registration Number:	6349000	SOLANO VERO ROSSO
Serial Number:	97177174	KIND TO YOUR HAIR AND PLANET
Serial Number:	97399848	PLANET GOODY
Serial Number:	97363634	GOODY
Serial Number:	97363640	PLANET GOODY
Registration Number:	4930854	CURLS
Registration Number:	4971770	CURLS
Registration Number:	5206519	CURLS
Registration Number:	4858960	CURLS
Serial Number:	97357635	CURLS

CORRESPONDENCE DATA**Fax Number:** 9495676710

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: 9498527792**Email:** ipprosecution@orrick.com, jgaines@orrick.com, vsantos@orrick.com**Correspondent Name:** ORRICK, HERRINGTON & SUTCLIFFE LLP**Address Line 1:** 2050 Main Street, Suite 1100**Address Line 4:** Irvine, CALIFORNIA 92614-8255

ATTORNEY DOCKET NUMBER:	35421.32.
NAME OF SUBMITTER:	Juliana Gaines
SIGNATURE:	/Juliana Gaines/
DATE SIGNED:	08/15/2022

Total Attachments: 8

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GRANT OF A SECURITY INTEREST –TRADEMARKS

This Trademark Security Agreement (this “Agreement”) is made as of August 15, 2022, by Eurasia Concepts, Inc., Goody Products, Inc., J & D Brush Co., LLC, Ouidad Licensing LLC and Curls Beauty Brand, LLC (each a “Grantor” and, collectively, the “Grantors”), in favor of Piper Sandler Finance, LLC, in its capacity as collateral agent for the Secured Parties (together with its successors and assigns in such capacity, “Grantee”).

WHEREAS the Grantors own the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the “Trademarks”);

WHEREAS the Grantors have entered into a Pledge and Security Agreement, dated October 9, 2020 (as amended, restated, supplemented, modified or otherwise changed from time to time, the “Pledge and Security Agreement”), in favor of Grantee, as the Collateral Agent for itself and the Lenders;

WHEREAS, pursuant to the Pledge and Security Agreement, the Grantors have granted to the Grantee for the benefit of the Secured Parties (each such term as defined in the Pledge and Security Agreement), a continuing security interest in all Trademarks, together with all goodwill associated therewith and symbolized thereby and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action arising out of or relating to any infringement thereof and any and rights to recover from past, present and future violations thereof (the “IP Collateral”), as collateral security for the payment, performance and observance of the Secured Obligations (as defined in the Pledge and Security Agreement); and

NOW, THEREFORE, as collateral security for the payment, performance and observance, in full, of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby pledges and collaterally assigns to the Grantee (and its agents and designees), and grants to the Grantee (and its agents and designees), for the benefit of the Secured Parties, a continuing security interest, in all right, title and interest in and to the IP Collateral, wherever located and whether now or hereafter existing and whether now owned or hereafter acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title and interest, of every kind and description, tangible or intangible (other than, to the extent provided in the Pledge and Security Agreement, any Excluded Property).

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Pledge and Security Agreement.

Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the IP Collateral are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein and in the event of a conflict between this Agreement and the Pledge and Security Agreement, the relevant provision in the Pledge and Security Agreement controls.

Subject to any express limitations specified in the Pledge and Security Agreement, each Grantor agrees to, at its expense, promptly execute and deliver all instruments and documents and take all action that, in each case, the Grantee may reasonably request in order (i) to perfect and protect, or maintain the perfection of, the security interest and Lien purported to be created hereby; (ii) to enable the Grantee to exercise and enforce its rights and remedies under the Pledge and Security Agreement in respect of the IP Collateral in the manner contemplated therein; and (iii) to otherwise effect the purposes of this Agreement, including the executing and recording in the United States Patent and Trademark Office of this Agreement in order to perfect and preserve the security interest purported to be created hereby.

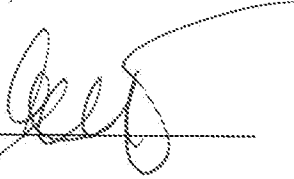
This Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

The parties hereto agree and acknowledge that (i) the transaction consisting of this Agreement may be conducted by electronic means, (ii) it is such party's intent that, if such party signs this Agreement using an electronic signature, it is signing, adopting and accepting this Agreement and that signing this Agreement using an electronic signature is the legal equivalent of having placed its handwritten signature on this Agreement on paper and (iii) it is being provided with an electronic or paper copy of this Agreement in a usable format.

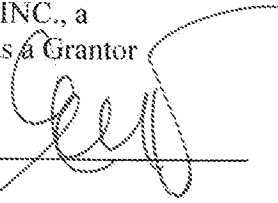
[Remainder of page intentionally left blank; signature page follows.]

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

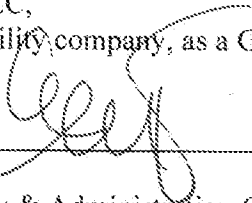
EURASIA CONCEPTS, INC.,
a California corporation,
as a Grantor

By: 
Name: Gary Dailey
Title: Chief Strategy & Administration Officer

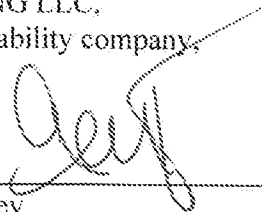
GOODY PRODUCTS, INC., a
Delaware corporation, as a Grantor

By: 
Name: Gary Dailey
Title: Chief Strategy & Administration Officer

J & D BRUSH CO., LLC,
a Delaware limited liability company, as a Grantor

By: 
Name: Gary Dailey
Title: Chief Strategy & Administration Officer

OUIDAD LICENSING LLC,
a Delaware limited liability company,
as a Grantor

By: 
Name: Gary Dailey
Title: Chief Strategy & Administration Officer

CURLS BEAUTY BRAND, LLC,
a Texas limited liability company,
as a Grantor

By: _____

Name: Gary Dailey

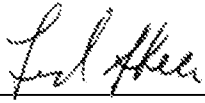
Title: Chief Strategy & Administration Officer

Signature Page to Trademark Security Agreement

TRADEMARK
REEL: 007823 FRAME: 0212

Acknowledged and Agreed:

PIPER SANDLER FINANCE, LLC,
as Grantee

By: _____

Name: Len Sheer



Title: President

SCHEDULE A TO GRANT OF A SECURITY INTEREST

Trademark Registrations and Applications

Owner	Mark	Application #	Registration #
J & D Brush Co., LLC	WET BRUSH BREAK FREE	88686904	6296350
J & D Brush Co., LLC	VITABOOST	88705611	6373851
J & D Brush Co., LLC	SPEED DRY	88909494	6458885
J & D Brush Co., LLC	INTELLIFABRIC	90851236	pending
J & D Brush Co., LLC	INTELLICOILS	90851245	pending
J & D Brush Co., LLC	INTELLILASTIC	90851252	pending
J & D Brush Co., LLC	INTELLIWRAP	90851256	pending
J & D Brush Co., LLC	INTELLISCRUNCH	90851262	pending
J & D Brush Co., LLC	INTELLITWIST	90851265	pending
J & D Brush Co., LLC	WET BRUSH PURE AND CLEAN	90851268	pending
J & D Brush Co., LLC	HEAD START	97225363	pending
J & D Brush Co., LLC	WET BRUSH LUXE	97110170	pending
J & D Brush Co., LLC	GO GREEN DETANGLER	97/301401	pending
J & D Brush Co., LLC	WET BRUSH GO GREEN	97/301368	pending
J & D Brush Co., LLC	WET BRUSH	97/358875	pending
J & D Brush Co., LLC	INTELLIFLEX	97/358878	pending
J & D Brush Co., LLC	METABRUSH	97/412895	pending
Eurasia Concepts, Inc.	NANOIONIC (Cl. 9, 11, 21)	88/801453	6298127
Eurasia Concepts, Inc.	BIO IONIC MOISTURIZING HEAT	88/400601	6486755
Eurasia Concepts, Inc.	GRAPHENEMX	88/119,306	6170022
Eurasia Concepts, Inc.	BIO IONIC (Cl. 3)	90/768,784	pending
Eurasia Concepts, Inc.	SMART-X	97/328,055	pending
Eurasia Concepts, Inc.	BLURRED FANTASY	97/289,356	pending
Eurasia Concepts, Inc.	10X (Class 8)	97/328,056	pending
Eurasia Concepts, Inc.	FEEL GOOD HAIR FOR ALL	97/381894	pending
Eurasia Concepts, Inc.	BIO IONIC (Cl 9, 35, 41,42,45)	97/357689	pending
Ouidad Licensing LLC	STYLUTIONS	88/527,863	6267567
Ouidad Licensing LLC	BYE-BYE BREAKAGE!	88/612437	6186374
Ouidad Licensing LLC	READY, SET, CLEAN!	88/612486	6186375
Ouidad Licensing LLC	BYE-BYE DRY!	88629869	6186433
Ouidad Licensing LLC	HEAVY LIFTING	88768947	6225605
Ouidad Licensing LLC	OUIDAD CURL SHAPER	88802041	6487197
Ouidad Licensing LLC	TWIST BY OUIDAD	88/901,330	6598628
Ouidad Licensing LLC	Hit Reset	90/308246	6,556,859
Ouidad Licensing LLC	Weather or Not	90/308256	6577989
Ouidad Licensing LLC	Rally the Curls	90/308267	6577990
Ouidad Licensing LLC	Weather Up	90/308273	6577991
Ouidad Licensing LLC	Hype It Up	90/308279	6577992
Ouidad Licensing LLC	On Repeat	90/308383	6584887

Ouidad Licensing LLC	Gimme It All	90/308393	6495185
Ouidad Licensing LLC	Curl Goals	90/308397	6584888
Ouidad Licensing LLC	Ready, Set, Bounce	90/308404	6577997
Ouidad Licensing LLC	Feelin' Thirsty	90/308411	6577998
Ouidad Licensing LLC	So Rich, So Fresh	90/308285	6577993
Ouidad Licensing LLC	Sunday Feels	90/308300	6577994
Ouidad Licensing LLC	Big, Rich & Dreamy	90/308304	6577995
Ouidad Licensing LLC	Primed & Co	90/308309	pending
Ouidad Licensing LLC	Boss Bounce	90/308314	pending
Ouidad Licensing LLC	Glow the Extra Mile	90/308325	6577996
Ouidad Licensing LLC	Curl Reign	90/308330	pending
Ouidad Licensing LLC	Essential Moisture for Curls with moisture scale design	90/308332	6702627
Ouidad Licensing LLC	Extra Moisture for Curls with moisture scale design	90/308340	6702628
Ouidad Licensing LLC	Ultimate Moisture for Curls with moisture scale design	90/308342	6702629
Ouidad Licensing LLC	Like New	90/308345	pending
Ouidad Licensing LLC	Drink Up	90/308354	pending
Ouidad Licensing LLC	Coil Infusion Drink Up	97/501,423	pending
Ouidad Licensing LLC	Soft Stretch	90/308364	6,564,309
Ouidad Licensing LLC	Good Shape	90/308371	pending
Ouidad Licensing LLC	Give a Boost	90/308374	6,564,310
Ouidad Licensing LLC	COIL INFUSION	90661824	6741286
Ouidad Licensing LLC	Strengthen the Bond	90/823,837	6769722
Ouidad Licensing LLC	Stretch Seeker	90/823,840	pending
Ouidad Licensing LLC	Frizz Free & Flawless	90/823,846	pending
Ouidad Licensing LLC	Volumize & Vibe	90/823,849	pending
Ouidad Licensing LLC	OUIDAD NO SWEAT	90/839,773	pending
Ouidad Licensing LLC	MADE FOR CURLS	90/870,194	pending
Ouidad Licensing LLC	OUIDAD MADE FOR CURLS	97/528,575	pending
Ouidad Licensing LLC	ANTI-FRIZZ NANO TECHNOLOGY	97/076,665	pending
Ouidad Licensing LLC	TONE IT AWAY	97/293,372	pending
Ouidad Licensing LLC	CURL TONE	97/295,081	pending
Ouidad Licensing LLC	HELLO SHINE	97/295,082	pending
Ouidad Licensing LLC	GROW ALL OUT	97/293,370	pending
Ouidad Licensing LLC	UNBREAKABLE BONDS	97/347,304	pending
Ouidad Licensing LLC	OUIDAD (CI 9, 35, 41,42,45)	97/357632	pending
Goody Products, Inc.	PLANET GOODY	88/789,058	6707858
Goody Products, Inc.	SOLANO VERO	88590778	6348996
Goody Products, Inc.	SOLANO FORZA	88590783	6348998
Goody Products, Inc.	SOLANO MODA	88590787	6348999
Goody Products, Inc.	SOLANO VERO ROSSO	88590789	6349000
Goody Products, Inc.	KIND TO YOUR HAIR AND PLANET	97177174	pending
Goody Products, Inc.	PLANET GOODY	97/399848	pending
Goody Products, Inc.	GOODY	97/363634	pending

Goody Products, Inc.	PLANET GOODY	97/363640	pending
Curls Beauty Brand, LLC	CURLS	86600881	4,930,854
Curls Beauty Brand, LLC		86600015	4,971,770
Curls Beauty Brand, LLC	CURLS	86600876	5,206,519
Curls Beauty Brand, LLC	CURLS and Design 	86600031	4,858,960
Curls Beauty Brand, LLC	CURLS and design	97357635	pending