

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI93308

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ULTA BEAUTY, INC.		03/13/2024	Corporation: DELAWARE
RECEIVING PARTY DATA			
Company Name:	WELLS FARGO BANK, NATIONAL ASSOCIATION		
Street Address:	125 High Street, Suite 1100		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	National Association: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	98251157	THE JOY PROJECT	
Serial Number:	97903472	DASH TO BEAUTY	
Serial Number:	97514032	HAIR GENOME	
Serial Number:	97473065	UB MEDIA	
CORRESPONDENCE DATA			
Fax Number:	6173417729		
<i>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.</i>			
Phone:	6173417729		
Email:	katarzyna.gaysunas@morganlewis.com		
Correspondent Name:	Katarzyna Gaysunas		
Address Line 1:	1 Federal St		
Address Line 2:	c/o Morgan, Lewis & Bockius LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110-1726		
NAME OF SUBMITTER:	Katarzyna Gaysunas		
SIGNATURE:	Katarzyna Gaysunas		
DATE SIGNED:	03/14/2024		
Total Attachments: 6			
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THIRD SUPPLEMENT TO TRADEMARK SECURITY AGREEMENT

This Third Supplement to Trademark Security Agreement (this “Supplement”) is made as of the 13th day of March, 2024 by ULTA BEAUTY, INC., a Delaware corporation with an address at 1000 Remington Blvd., Bolingbrook, Illinois 60440 (“Ulta Beauty”), in favor of WELLS FARGO BANK, NATIONAL ASSOCIATION, a national association with offices at 125 High Street, Suite 1100, Boston, MA 02110 (the “Collateral Agent”), in consideration of the mutual covenants herein contained and benefits to be derived herefrom.

WHEREAS, ULTA SALON, COSMETICS & FRAGRANCE, LLC (formerly known as ULTA SALON, COSMETICS & FRAGRANCE, INC., hereinafter, “Ulta Salon”) executed and delivered a certain Trademark Security Agreement, dated as of August 23, 2017 (as amended, restated, modified or supplemented from time to time, hereinafter, the “Trademark Security Agreement”), which was recorded with the United States Patent and Trademark Office (“USPTO”) on August 30, 2017 at Reel 6142/Frame 0051 in favor of the Collateral Agent, pursuant to which Ulta Salon pledged, assigned and granted a security interest in favor of the Collateral Agent in the Trademark Collateral (as defined therein);

WHEREAS, Ulta Salon executed and delivered a certain Supplement to Trademark Security Agreement, dated as of March 11, 2020 (as amended, restated, modified or supplemented from time to time, hereinafter, the “Supplement to Trademark Security Agreement”) which was recorded with the USPTO on March 12, 2020 at Reel 6888/Frame 0291 in favor of the Collateral Agent, pursuant to which Ulta Salon pledged, assigned and granted a security interest in favor of the Collateral Agent in the Trademark Collateral (as defined therein);

WHEREAS, Ulta Salon executed and delivered a certain Trademark Assignment, dated as of January 31, 2022 (the “Assignment”), which was recorded with the USPTO on February 11, 2022 at Reel 7631/Frame 0226, whereby it assigned its entire right, title and interest in and to the Trademarks and registrations thereof listed in Schedule A therein to Ulta Beauty;

WHEREAS, Ulta Beauty executed and delivered a certain First Amendment and Second Supplement to Trademark Security Agreement, dated as of May 4, 2022 (“Second Supplement to Trademark Security Agreement”, hereinafter, together with the Trademark Security Agreement and the First Supplement to Trademark Security Agreement, the “Existing Grant”), which was recorded with the USPTO on May 24, 2022 at Reel 7730/Frame 0938 in favor of the Collateral Agent, pursuant to which Ulta Beauty pledged, assigned and granted a security interest in favor of the Collateral Agent in the Trademark Collateral (as defined therein); and

WHEREAS, Ulta Beauty hereby grants and pledges a security interest in additional Trademark Collateral in favor of the Collateral Agent; and

NOW, THEREFORE, it is hereby agreed as follows:

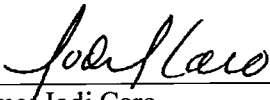
1. Definitions. All capitalized terms herein and not otherwise defined shall have the same meaning herein as in the Existing Grant.
2. Supplement to Existing Trademark Schedule I. Schedule I to the Existing Grant is hereby amended and supplemented, but not replaced, by Schedule A-I annexed hereto:
3. Miscellaneous:

- a. Except as provided herein, all terms and conditions of the Existing Grant remain in full force and effect. Ulta Beauty hereby ratifies, confirms and reaffirms all of the representations, warranties and covenants contained therein.
- b. This Supplement covers the entire understanding of the parties with respect to the matters set forth herein and supersedes all prior discussions and negotiations hereon.

[signature pages follow]

IN WITNESS WHEREOF, the undersigned have executed this Supplement as of the date first written above.

ULTA BEAUTY, INC., as Grantor

By: 
Name: Jodi Caro
Title: Authorized Officer

WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Collateral Agent

By: Maggie Townsend
Name: Maggie Townsend
Title: Director

[Ultra - Signature Page to Third Supplement to Trademark Security Agreement]

TRADEMARK
REEL: 008369 FRAME: 0478

Acknowledged and accepted by:

ULTA SALON COSMETICS & FRAGRANCE, LLC,
as an existing grantor

ULTA BEAUTY, INC.,
as an existing grantor

By: 

Name: Jodi Caro

Title: Authorized Officer

SCHEDULE A-I

Application/ Registration No	Mark	Date of Application/ Registration	Owner
98251157	THE JOY PROJECT	01-NOV-2023	Ulta Beauty, Inc.
97903472	DASH TO BEAUTY	24-APR-2023	Ulta Beauty, Inc.
97514,032 7233627	HAIR GENOME	21-JUL-2022 05-DEC-2023	Ulta Beauty, Inc.
97473065 7192065	UB MEDIA	23-JUN-2022 17-OCT-2023	Ulta Beauty, Inc.

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