

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.109/22/2009
900143667

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
European Wax Center, Inc.		08/01/2009	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	EWC P&T, Inc.		
Street Address:	1040 N.W. 3rd Street		
City:	Hallandale		
State/Country:	FLORIDA		
Postal Code:	33009		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77523191	THE SECRET IS IN THE WAX	
Registration Number:	3105578	EUROPEAN WAX CENTER L' ORIGINALE	
Registration Number:	3097087	EUROPEAN WAX CENTER	
Registration Number:	2945740		
Registration Number:	3281599	WAX PASS	
CORRESPONDENCE DATA			
Fax Number:	(305)858-0008		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3058588000		
Email:	msantana@malloylaw.com		
Correspondent Name:	David A. Gast		
Address Line 1:	2800 S.W. 3rd Avenue		
Address Line 4:	Miami, FLORIDA 33129		
ATTORNEY DOCKET NUMBER:	7.633.09		

OP \$140.00 77523191

ASSIGNMENT OF U.S. TRADEMARK & REGISTRATION

WHEREAS, European Wax Center, Inc., a Florida corporation, with an address of 3011 Aventura Blvd, Aventura, Florida 33180, adopted, used and is using the following trademarks, application, and registrations:

Mark: EUROPEAN WAX CENTER L' ORIGINALE and Design
 Goods/Services: Beauty salon services featuring hair removal
 Registration No.: 3105578

Mark: EUROPEAN WAX CENTER
 Goods/Services: Beauty salon services featuring hair removal
 Registration No.: 3097087

Mark: Design of Silhouette of Female
 Goods/Services: Beauty salon services featuring hair removal
 Registration No.: 2945740

Mark: WAX PASS
 Goods/Services: Beauty salon services featuring hair removal
 Registration No.: 3281599

Mark: THE SECRET IS IN THE WAX
 Goods/Services: Beauty salon services featuring hair removal
 Serial No.: 77523191

WHEREAS, EWC P&T, Inc., a Florida corporation, having an address of 1040 N.W. 3rd Street, Hallandale, Florida 33009, is desirous of acquiring all rights in and to said trademark for all goods and services used in connection therewith, including those set forth in the application and registrations for the marks set forth above, for the territory of the United States, and all foreign countries, together with the registration therefor and good will associated with the marks, and including the right to sue for past infringement.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, European Wax Center, Inc. does hereby assign unto EWC P&T, Inc., all rights, title and interest in and to the trademarks EUROPEAN WAX CENTER, WAX PASS, THE SECRET IS IN THE WAX, including the above identified registrations and application therefor, and any other mark and design owned by European Wax Center, Inc. whether stated above or not, together with the good will of the business symbolized by the trademarks, and the right to sue for past infringement.

European Wax Center, Inc.

Signed: 
 Print Name: David Coba
 Title: President

STATE OF FLORIDA)

)SS:

COUNTY OF DADE)

The foregoing instrument was acknowledged before me this
1 day of AUG, 2009, by David Coba,
 who is personally known to me or _____ who produced
 identification. Type of identification produced: _____

Notary Public

My Commission Expires: 8/16/10

Jessica Streiner
 Name of Notary typed or printed

