

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FSHS of South Florida, Inc.		01/06/2011	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Performance Brands, Inc.		
Street Address:	905 Shotgun Road		
City:	Sunrise		
State/Country:	FLORIDA		
Postal Code:	33326		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85120034	FABULOUSLY SMOOTH	
Serial Number:	85120061	KERATIN BLOWOUT	
CORRESPONDENCE DATA			
Fax Number:	(954)924-0717		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	954-924-0707		
Email:	trademark@patentmiami.com		
Correspondent Name:	Robert M. Schwartz		
Address Line 1:	P.O. Box 221470		
Address Line 4:	Hollywood, FLORIDA 33022		
ATTORNEY DOCKET NUMBER:	FS926.001		
NAME OF SUBMITTER:	Robert M. Schwartz		
Signature:	/robert m schwartz/		
Date:	01/25/2011		

OP \$65.00 85120034

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, FSHS OF SOUTH FLORIDA, INC., a Florida Profit Corporation located and doing business at 2445 Hollywood Boulevard, Hollywood, Florida 33020, has intended to use the marks "FABULOUSLY SMOOTH", Application No. 85/120,034, and "KERATIN BLOWOUT", Application No. 85/120,061 filed August 31, 2010 in the United States Patent and Trademark Office based on and indicating an intent to use, but has not yet filed allegations of use under Sections 1(c) or 1(d) of The Trademark Act, and

WHEREAS, PERFORMANCE BRANDS, INC., a Florida Profit Corporation located and doing business at 905 Shotgun Road, Sunrise, Florida 33326, the successor of the ongoing and existing business or portion thereof of FSHS OF SOUTH FLORIDA, INC. to which the marks pertain, as required by U.S.C. Section 1060, is desirous of acquiring said trademarks and their pending Application Serial Nos. 85/120,034 and 85/120,061;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, FSHS OF SOUTH FLORIDA, INC. does hereby assign, convey and transfer to PERFORMANCE BRANDS, INC. all right, title and interest in and to the trademarks and applications and any federal and international registrations resulting therefrom and the goodwill of the business symbolized thereof.

Signed at Hollywood, Florida this 6th day of January, 2011.

By:  V. Pres.

FS926.001 Asmt ITU