

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unihair Co., Ltd.		05/23/2012	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Aderans Co., Ltd.		
Street Address:	13-4 Araki-Cho Shinjuku-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	160-007		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85078130	SIMPLICITY	
Registration Number:	4129286	SIMPLICITY GRAFTS	
CORRESPONDENCE DATA			
Fax Number:	3103944477		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3104510647		
Email:	dancislo@cislo.com,vbinford@cislo.com		
Correspondent Name:	Daniel M. Cislo		
Address Line 1:	1333 2nd Street, Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90401		
ATTORNEY DOCKET NUMBER:	11-24508		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$65.00 85078130

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Daniel M. Cislo, Attorney of Record

Signature:

/DanielMCislo/

Date:

05/23/2012

Total Attachments: 6

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Unihair Co., Ltd.

- Individual(s)
- Partnership
- Corporation- State: Japan
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) May 23, 2012

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Aderans Co., Ltd.

Street Address: 13-4 Araki-Cho Shinjuku-ku

City: Tokyo

State: _____

Country: Japan Zip: 160-0007

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Japan
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____ Text _____

85/078,130

B. Trademark Registration No.(s)

4,129,286

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SIMPLICITY and SIMPLICITY GRAFTS

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Daniel M. Cislo

Internal Address: _____

Street Address: 1333 2nd Street, Suite 500

City: Santa Monica

State: CA Zip: 90401

Phone Number: 310-451-0647

Docket Number: 11-24508

Email Address: dan@cislo.com, tmk@cislo.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 03-2030

Authorized User Name Daniel M. Cislo

9. Signature: [Signature]

Signature

5/23/2012

Date

D. M. Cislo, Attorney of Record, Reg. No. 32,973

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

NAME CHANGE

WHEREAS, Aderans Co., Ltd., a Japanese corporation, formerly known as Unihair Co., Ltd., a Japanese corporation, has a pending Trademark Application Serial No. 85/078,130 for the mark SIMPLICITY and a pending Trademark Application Serial No. 85/078,136 for the mark SIMPLICITY GRAFTS in the United States Patent and Trademark Office;

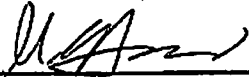
WHEREAS, Unihair Co., Ltd., is now known as Aderans Co., Ltd.;

WHEREAS, Aderans Co., Ltd. formerly known as Unihair Co., Ltd. is desirous of changing the name of Applicant in said marks and the applications thereof;

NOW, THEREFORE, Unihair Co., Ltd., confirms that it has changed its name in the above-identified applications to Aderans Co., Ltd.

2012/5/23
Date

ADERANS CO., LTD.

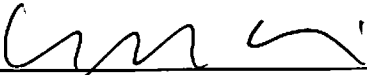

Signature

MISAKI SHIMADA
Name

General Counsel
Officer Title

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this Change of Name (along with any paper referred to as being attached or enclosed) is being filed electronically with the Trademark Electronic Application System (TEAS) on the date shown below:

on _____ 5/27/12
 _____ 5/27/12
D. M. Cislo, Reg. No. 32,973 Date

TRADEMARKS
11-24508 and 11-24509

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:
Unihair Company, Limited (now known as Aderans Co., Ltd.)

Serial Numbers: 85/078,130; 85/078,136

For: **SIMPLICITY, SIMPLICITY GRAFTS**

**DECLARATION IN SUPPORT OF
CORPORATE NAME CHANGE**

MAIL STOP ASSIGNMENT DIVISION
Commissioner for Trademarks
Post Office Box 1451
Alexandria, Virginia 22313-1451

Dear Commissioner:


1. Unihair Co., Ltd. is now known as Aderans Co., Ltd., a Japanese corporation.
2. Unihair Co., Ltd. obtained a corporate name change on July 1, 2011. Attached as Exhibit A herein is a true and correct copy of the translation of the Certificate of Corporate Registration regarding the change from Unihair Co., Ltd. to Aderans Co., Ltd.

TRADEMARKS
11-24508 and 11-24509

I understand that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the registration. I further declare that I am properly authorized to execute this declaration on behalf of the Applicant, and that all statements made of my own knowledge are true and that all statements made on information and belief are believed to be true.

Executed on May 23rd, 2012 at Tokyo, Japan

UNHAIR CO., LTD.
now known as
ADERANS CO., LTD.


Signature

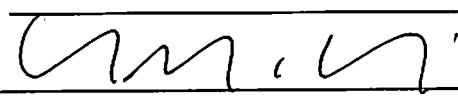
MISAKI SHIMADA
Name

General Counsel
Officer Title

TRADEMARKS
11-24508 and 11-24509

CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this declaration (along with any paper referred to as being attached or enclosed) is being filed electronically with the Trademark Electronic Application System (TEAS) on the date shown below:

on _____ 5/23/12
 _____ 5/23/12
Daniel M. Cislo, Reg. No. 32,973 Date