

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
MYHAIR LLC		12/27/2012	LIMITED LIABILITY COMPANY: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Federici Brands LLC		
Street Address:	57 Danbury Road		
City:	Wilton		
State/Country:	CONNECTICUT		
Postal Code:	06897		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85497919	COLOR PLUS	
Serial Number:	85613551	COLOR WOW	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-813-5900		
Email:	assignments@fzlz.com		
Correspondent Name:	NANCY C. DICONZA		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	FDKI 1201734		
NAME OF SUBMITTER:	Nancy C. DiConza		

Signature:	/anca nicolescu/
Date:	12/31/2012
Total Attachments: 1 source=F1144692#page1.tif	

ASSIGNMENT

WHEREAS, MYHAIR LLC, a Connecticut limited liability company, with an address c/o Hometown Entertainment LP, 57 Danbury Road, Wilton, CT 06897 ("Assignor"), is the owner of the following trademarks (hereinafter, the "Trademarks");

TRADEMARK	SERIAL NO.
COLOR PLUS	85/497,919
COLOR WOW	85/613,551

and WHEREAS, Federici Brands LLC, a Delaware limited liability company, located at 57 Danbury Road, Wilton, CT 06897 ("Assignee"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and related business of the Assignor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

MYHAIR LLC

By: 

Name: JAMES FEDERICI

Title: VICE PRESIDENT

Date of Signature: DECEMBER 27, 2012

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