

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
Aderans Co. Ltd.		12/31/2012	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Emminence, LLC		
Street Address:	5130 N. St. Road 7		
City:	Fort Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33319		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4206506	SIMPLICITY	
Serial Number:	85729785	SIMPLICITY	
Registration Number:	4129286	SIMPLICITY GRAFTS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	954 925 1100		
Email:	office@patentusa.com		
Correspondent Name:	Lerner Greenberg Stemer LLP		
Address Line 1:	P.O. Box 2480		
Address Line 4:	Hollywood, FLORIDA 33022-2480		
ATTORNEY DOCKET NUMBER:	X-LUBA		
NAME OF SUBMITTER:	WERNER H. STEMER		

OP \$90.00 4206506

Signature:	/WERNER H. STEMER/
Date:	07/11/2013
Total Attachments: 5 source=Assignment-Emminence#page1.tif source=Assignment-Emminence#page2.tif source=Assignment-Emminence#page3.tif source=Assignment-Emminence#page4.tif source=Assignment-Emminence#page5.tif	

ASSIGNMENT OF TRADEMARKS

This Agreement is entered into as of December 31, 2012 by and between, Emminence, LLC (a limited liability company of the State of Florida) having an address and a principal place of business at 5130 North State Road 7, Fort Lauderdale, Florida 33319, (hereinafter "Assignee"), and Aderans Co. Ltd. (a corporation of Japan) having an address and a principal place of business at 13-4 Araki-Cho Shinjuku-Ku Tokyo Japan 160-007 (hereinafter "Assignor"). The Parties hereby expressly represent and warrant that the above-named parties represent all of the appropriate and necessary parties to fully effectuate the purposes and intent of this Agreement.

WHEREAS, Assignor has adopted, used and is using the trademarks set out in Appendix A attached hereto, in interstate and/or international commerce in respect of the goods and services described therein, (the "Marks"); and

WHEREAS, Assignor represents and warrants that it has made use of the Marks in respect of the goods and services set out in Appendix A since at least as early as the dates recited in the corresponding certificates of registration; that it is the sole and exclusive owner of the Marks; that the Marks are subsisting, valid and in full force; that it has not assigned or otherwise transferred or subrogated any interest in or to the Marks; that it is aware of no other person, firm, corporation or association that or who has the right to use the Marks in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; that it has periodically, since the date of first use of the Marks, conducted searches and/or investigations to determine whether or not there were any other such uses and has determined to its own satisfaction that there are not, and that all facts and details pertaining to the Marks as set out in Appendix A hereto, and in any application for or registration of the Marks are true and correct; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to said Marks and the good will of the business symbolized by the Marks and the exclusive right to use the Marks, and all applications therefor and registrations thereof worldwide; and

WHEREAS, Assignor desires to assign and convey same to Assignee, retaining no right or interest

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

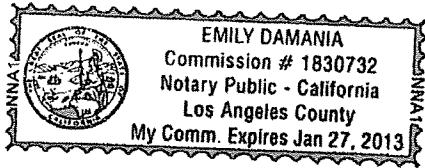
State of California

County of Los Angeles

On Dec 31, 2012 before me, Emily Damania, Notary Public

personally appeared Misaki Shimada

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Signature] Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Trademarks

Document Date: December 31, 2012 Number of Pages: 2 + appendix

Signer(s) Other Than Named Above: none

Capacity(ies) Claimed by Signer(s)

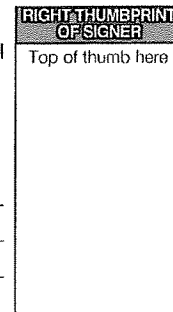
Signer's Name: Misaki Shimada Signer's Name:

Corporate Officer - Title(s): Executive Officer

- Individual
Partner - Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:



- Individual
Partner - Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:



Signer Is Representing: Eminence LLC

Signer Is Representing:

APPENDIX A
 To Assignment of Trademarks
 Dated: December 31, 2012

Mark	Country	Reg. No.	Reg. Date	Goods/Services
SIMPLICITY	US	4,206,506	9/11/2012	Add-in and add-on hair accessories, namely, artificial hair constructed primarily of human hair
SIMPLICITY GRAFTS	US	4,129,286	4/17/2012	False hair; wigs; hairpieces; toupees; add-in and add-on hair accessories, namely, artificial hair constructed primarily of synthetic and/or human hair; add-in and add-on hair accessories, namely, plaited hair constructed primarily of synthetic and/or human hair; add-in and add-on hair accessories, namely, tresses of hair constructed primarily of synthetic and/or human hair; false beards; false moustaches; hair accessories, namely, top-knots; hair coloring caps; hair curling pins
SIMPLICITY	US	85/729,785 (pending)	N/A	Hair extension removers
SIMPLICITY	Europe (CTM)	009225244	11/25/2010	False hair; Wigs; Hairpieces; Toupees; Artificial hair; Plaited hair; Tresses of hair; Ribbons for the hair; False beards; False moustaches; Hair bands; Barrettes; Hair nets; Hair ornaments; Hair pins; Top-knots; Bows for the hair; Hair curlers [other than hand implements], non-electric; Hair coloring caps; Hair curling pins; Hair grips [slides]; Elastic Ribbons
SIMPLICITY GRAFTS	Europe (CTM)	009225772	11/29/2010	False hair; Wigs; Hairpieces; Toupees; Artificial hair; Plaited hair; Tresses of hair; Ribbons for the hair; False beards; False moustaches; Hair bands; Barrettes; Hair nets; Hair ornaments; Hair pins; Top-knots; Bows for the hair; Hair curlers [other than hand implements], non-electric; Hair coloring caps; Hair curling pins; Hair grips [slides]; Elastic Ribbons
SIMPLICITY	Japan	5376599	12/17/2010	Class 026, Similar Group Codes 16A02 16B01 21A01 21A02 21A03 21B01
SIMPLICITY GRAFTS	Japan	5368939	11/19/2010	Class 026, Similar Group Codes 16A02 16B01 21A01 21A02 21A03 21B01 21F01
SIMPLICITY	Korea	4009149600000	4/10/2012	Class 026, Similar Group Codes G120402, G4902, G4510B, G4509A, G120401

Mark	Country	Reg. No.	Reg. Date	Goods/Services
SIMPLICITY GRAFTS	Korea	4009149610000	4/10/2012	Class 026, Similar Group Codes G120402, G4902, G4510B, G4509A, G120401
SIMPLICITY	Singapore	T1008756A	7/9/2010	False hair; wigs; hairpieces; toupees; artificial hair; plaited hair; tresses of hair; hair ribbons; false beards; false moustaches; hair bands; barrettes [hair slides]; hair nets; hair ornaments; hair pins; top- knots [PomPoms]; bows for the hair; hair curlers [other than hand implements], non-electric; hair coloring caps; hair curling pins; hair grips [slides]; elastic ribbons.
SIMPLICITY GRAFTS	Singapore	T1008757Z	7/9/2010	False hair; wigs; hairpieces; toupees; artificial hair; plaited hair; tresses of hair; hair ribbons; false beards; false moustaches; hair bands; barrettes [hair slides]; hair nets; hair ornaments; hair pins; top- knots [PomPoms]; bows for the hair; hair curlers [other than hand implements], non-electric; hair coloring caps; hair curling pins; hair grips [slides]; elastic ribbons
SIMPLICITY	Taiwan	01461576	6/16/2011	Class 026, Similar Group Codes 2603, 2605
SIMPLICITY	Canada	TMA819296	3/7/2012	Wigs, hairpieces, toupees, hair extensions, hair falls, hair accessories, hair ornaments, hair clips, hair pins, hair ribbons
SIMPLICITY	Canada	1589747 (pending)	N/A	Hair extension removers