

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
Exceon American Beauty Supply, Inc.		10/17/2013	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Exceon ABS, Inc.		
Street Address:	90 Stults Road		
City:	Dayton		
State/Country:	NEW JERSEY		
Postal Code:	08610		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77402661	SOLIA	
CORRESPONDENCE DATA			
Fax Number:	6173957070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-395-7000		
Email:	alhtrademarks@lalaw.com		
Correspondent Name:	Ann Lamport Hammitte		
Address Line 1:	One Main Street		
Address Line 4:	Cambridge, MASSACHUSETTS 02142		
ATTORNEY DOCKET NUMBER:	F2031-2010		
NAME OF SUBMITTER:	Ann Lamport Hammitte		
Signature:	//alh//		
Date:	10/18/2013		
Total Attachments: 1 source=Executed Assignment; (F2031-2010) SOLIA; Reg. No. 3504985#page1.tif			

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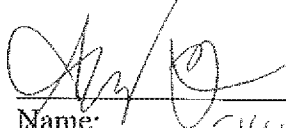
WHEREAS, Exceon American Beauty Supply, Inc. is owner of the mark SOLIA, U.S. Registration No. 3,504,985, (hereinafter, "the Mark"); and

WHEREAS Exceon ABS, Inc., (a New Jersey corporation), of 90 Stults Road, Dayton, New Jersey 08610, is desirous of acquiring the Mark and the registration thereof.

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Exceon American Beauty Supply, Inc. does hereby assign and confirm the assignment unto said Exceon ABS, Inc., all right, title and interest in and to said Mark, together with the good will of the business symbolized by this mark and the identified registration thereof, and the right to recover for past infringement.

Exceon American Beauty Supply, Inc.

Date: 10/17/13

By: 
Name: Sylvia Zoli
Title: General Manager

State of _____) ss.
County of: _____)

On this ____ day of _____, 2013, before me, the undersigned Notary Public, personally appeared _____, provided to me through satisfactory evidence of identification, which were _____, to be the person whose name is signed on the above document in my presence.

(official signature and seal of Notary)
My commission expires: _____

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