

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Beauty Brands Franchising, LLC		12/18/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Beauty Brands, LLC
Street Address:	4600 Madison
Internal Address:	Suite 400
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64112
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2682975	BEAUTY BRANDS
Registration Number:	2699344	BEAUTY BRANDS SALON SPA SUPERSTORE
Registration Number:	2343005	BEAUTY BRANDS SALON SPA SUPERSTORE
Registration Number:	2475978	BEAUTY BRANDS SALON SUPERSTORE
Registration Number:	2411475	BEAUTY BRANDS SUPERSALON
Registration Number:	2733281	DISCOVER THE BEAUTY
Registration Number:	2596917	TAKE 10
Serial Number:	85769281	TAKE 10
Registration Number:	4361586	BEAUTY BRANDS
Serial Number:	85847930	LASH BASH
Serial Number:	85869386	LASH BASH \$10.98 MASCARA SALE

CORRESPONDENCE DATA

Fax Number: 2149813400

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 214-981-3483

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Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	54161-10030 "28"
NAME OF SUBMITTER:	Dusan Clark
Signature:	/Dusan Clark/
Date:	12/19/2013

Total Attachments: 5

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Assignment"), effective as of December 18, 2013 (the "Effective Date"), is by and between BEAUTY BRANDS FRANCHISING, LLC, a Delaware limited liability company, with its principal place of business located at 4600 Madison, Suite 400, Kansas City, Missouri 64112 ("Assignor") to BEAUTY BRANDS, LLC, a Delaware limited liability company, with its principal place of business located at 4600 Madison, Suite 400, Kansas City, Missouri 64112, ("Assignee").

WHEREAS, Assignor is the owner of certain intellectual property listed on the attached Schedule A (the "Assigned IP");

WHEREAS, Assignor desires to assign, and Assignee desires to acquire all right, title and interest in and to the Assigned IP, including any and all goodwill of the business associated with the use of, and symbolized by the trademarks, and the parties wish to record such acquisition in the respective Patent and Trademark Offices.

NOW, THEREFORE, in consideration of the sum of US\$10 (ten US Dollars) and other good and valuable consideration paid by the Assignee to the Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignment. Effective as of the date hereof, Assignor sells, transfers, conveys, assigns and delivers to Assignee and Assignee accepts all right, title and interest of Assignor in and to (i) the trademarks and trademark applications set forth in Schedule A hereto, together with the goodwill of the business symbolized thereby; (ii) all renewals and extensions of any such application, registration and filing; (iii) all licenses for the use of the trademarks; (iv) all income, royalties, damages, claims, and payments now or hereafter due or payable under and with respect thereto, including, without limitation, damages, claims, and payments for past, present, and future infringements thereof; (v) all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing; (vi) all rights corresponding to any of the foregoing throughout the world; and (vii) the right to assign the rights conveyed herein, the same to be held and enjoyed by Assignee for its own use and benefit, and for the benefit of its successors, assigns, and legal representatives.
2. Successors. This Assignment shall inure to the benefit of and is binding upon the respective successors and assigns of Assignor and Assignee.
3. Governing Law. This Assignment shall be governed by, and construed in accordance with (i) the laws of the United States, in respect to trademark, patent and copyright issues, and (ii) in all other respects, including as to validity (except for patent, trademark and copyright issues), interpretation and effect, by the laws of the State of Delaware without giving effect to the conflict of laws rules thereof.
4. Counterparts. This Assignment may be executed in separate counterparts, each of which is deemed to be an original and all of which taken together constitute one and the same agreement.

Schedule A-Trademarks

CANADA TRADEMARK REGISTRATIONS/APPLICATIONS

BEAUTY BRANDS
Reg. No. 725,961
Registered 10/14/2008

TAKE10
App. No. 1,613,283
App. Date 2/8/2013

EUROPEAN COMMUNITY TRADEMARK REGISTRATIONS/APPLICATIONS

BEAUTY BRANDS
Reg. No. 1,004,635
Registered 6/1/2009

MADRID PROTOCOL TRADEMARK REGISTRATIONS/APPLICATIONS

BEAUTY BRANDS
Reg. No. 1,004,635
Registered 6/1/2009

MEXICO TRADEMARK REGISTRATIONS/APPLICATIONS

BEAUTY BRANDS
Reg. No. 872,584
Registered 3/23/2005

BEAUTY BRANDS
Reg. No. 872,583
Registered 3/23/2005

U.S. TRADEMARK REGISTRATIONS/APPLICATIONS

BEAUTY BRANDS
Reg. No. 2,682,975
Registered 2/4/2003

BEAUTY BRANDS SALON SPA SUPERSTORE
Reg. No. 2,699,344
Registered 3/25/2003

BEAUTY BRANDS SALON SPA AND SUPERSTORE and Design
Reg. No. 2,343,005
Registered 4/18/2000

BEAUTY BRANDS SALON SUPERSTORE and Design
Reg. No. 2,475,978

Registered 8/7/2001

BEAUTY BRANDS SUPERSALON

Reg. No. 2,411,475

Registered 12/5/2000

DISCOVER THE BEAUTY

Reg. No. 2,733,281

Registered 7/1/2003

TAKE10

Reg. No. 2,596,917

Registered 7/23/2002

TAKE10

App. No. 85/769281

App. Date 11/1/2012

BEAUTY BRANDS

Reg. No. 4361586

Registered 7/2/2013

LASH BASH

App. No. 85/847930

App. Date 2/12/2013

LASH BASH and Design

App. No. 85/869386

App. Date 3/7/2013