

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 Hair Goods, Inc.		10/31/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Lux Holdings, Inc.
Street Address:	1209 Orange Street
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	4269604	KERALON
Registration Number:	3173940	LUXHAIR
Registration Number:	4255358	LUXHAIR
Registration Number:	4347721	HOW
Serial Number:	85759124	LUXHAIR
Serial Number:	85764045	LUXHAIR HOW
Serial Number:	85763927	LUXHAIR NOW
Serial Number:	85763952	LUXHAIR WOW
Serial Number:	85706938	TOP-HEAD

CORRESPONDENCE DATA

Fax Number: 8046982230
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 804-775-1166
 Email: jpeyton@mcguirewoods.com

OP \$240.00 4269604

Correspondent Name: Janet P. Peyton
Address Line 1: 901 E. Cary Street
Address Line 4: Richmond, VIRGINIA 23219

ATTORNEY DOCKET NUMBER: 2066635-0001

NAME OF SUBMITTER: Janet P. Peyton

Signature: /Janet P. Peyton/

Date: 01/22/2014

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (the "Agreement") is made and entered into as of October 31, 2013 by and between ADERANS HAIR GOODS, INC. ("Assignor"), a Delaware corporation with its principal place of business at 9100 Wilshire Blvd., East Tower, 9th Floor, Beverly Hills, CA 90212, and LUX HOLDINGS INC. ("Assignee"), a Delaware corporation with its registered office at 1209 Orange Street, Wilmington, DE 19801 (referred herein collectively as the "Parties" and each individually as a "Party" to this Agreement). 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/or is using the trademarks set out in Appendix A attached hereto and incorporated herein, in interstate commerce in connection with the goods described therein (the "Marks");

WHEREAS, Assignor represents and warrants that: (1) it has made use of the Marks in connection with the goods set out in Appendix A since at least as early as the dates recited in the corresponding certificates of registration; (2) that it is the sole and exclusive owner of the Marks; (3) that the Marks are subsisting, valid and in full force; (4) that it has not assigned or otherwise transferred or subrogated any interest in or to the Marks; (5) 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; (6) 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 (7) 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;

WHEREAS, Assignee desires to acquire all right, title and interest in and to said Marks and the goodwill 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 in the Marks and no right to use the Marks, or any variation of the Marks, in any manner or form, alone or in combination with other words, terms, symbols or devices, whether as a trademark, trade name, business or corporate name, domain name, Internet address, email address or otherwise.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

2. Assignor agrees to execute any other or further documents as may be necessary to fully effectuate the intent of this Agreement.

3. The execution of this Agreement is free and voluntary. Assignor acknowledges that it has been given ample opportunity to consult counsel and that it has either had the advice of counsel of its choice or that it knowingly and voluntarily waives the right to do so.

4. This Agreement shall inure to the benefit of the Parties and shall be binding on the assignees, beneficiaries, representatives and successors of the Parties to this Agreement.


5. This Agreement may be executed in one or more counterparts, each of which shall be considered to be an original, but all of which together will constitute one instrument. The Parties agree that this Agreement will be considered signed when the signature of a Party is delivered by facsimile or pdf/email transmission. Such facsimile or pdf/email signature shall be treated in all respects as being as binding as, and having the same effect as, an original signature.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first set forth above.

ASSIGNOR:

ADERANS HAIR GOODS, INC.,
A Delaware corporation

By:


Armen Markarian
President and Chief Operating Officer

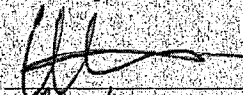
ASSIGNEE:

LUX HOLDINGS INC.,
A Delaware corporation

By:

Name:

Title:


Michael Klein
VP

**Appendix A
Assigned Marks**

Mark	Country	Mark Type	Serial Number	Registration Number	Registration Date	International Classes
KERALON	United States	Standard Character	85505799	4269604	01/01/2013	022
LUXHAIR	United States	Standard Character	78782263	3173940	11/21/2006	022
LUXHAIR	United States	Standard Character	85558698	4255358	12/04/2012	026
HOW	United States	Standard Character	85558646	4347721	06/04/2013	003; 008; 026
LUXHAIR	United States	Standard Character	85759124	N/A	N/A	003; 009; 011
LUXHAIR HOW	United States	Standard Character	85764045	N/A	N/A	026
LUXHAIR NOW	United States	Standard Character	85763927	N/A	N/A	026
LUXHAIR WOW	United States	Standard Character	85763952	N/A	N/A	026
TOP- HEAD	United States	Standard Character	85706938	N/A	N/A	026