

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM303440

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Purely Perfect, LLC		05/02/2014	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hairstory Studio, LLC		
<b>Street Address:</b>	114 Liberty Street, 10th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10006		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85829405	PURELY PERFECT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123820888		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(212) 382-0700		
<b>Email:</b>	SMCMAHON@OSTROLENK.COM		
<b>Correspondent Name:</b>	SEAN P MCMAHON		
<b>Address Line 1:</b>	1180 AVENUE OF THE AMERICAS FL7		
<b>Address Line 2:</b>	OSTROLENK FABER LLP		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	V30401		
<b>NAME OF SUBMITTER:</b>	Sean P. McMahon		
<b>SIGNATURE:</b>	/SPM/		
<b>DATE SIGNED:</b>	05/02/2014		
<b>Total Attachments: 1</b>			
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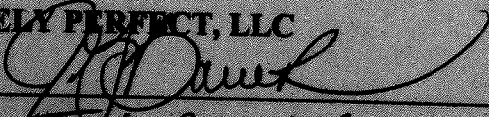
**ASSIGNMENT**

**WHEREAS**, Purely Perfect, LLC, a limited liability company organized and existing under the laws of the State of New York, with an address at 95 Horatio Street, Suite 5A, New York, New York 10014, (hereinafter "Assignor"), is the current record owner of U.S. Trademark Application Serial No. 85/829,405 for the mark PURELY PERFECT (the "trademark");

**AND WHEREAS**, Hairstory Studio, LLC, a limited liability company organized and existing under the laws of the State of New York, with an address at 114 Liberty Street, 10<sup>th</sup> Floor, New York, New York 10006 ("Assignee"), is desirous of acquiring the trademark, together with the goodwill of the business symbolized by the trademark and registration thereof;

**NOW, THEREFORE**, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademark and the above-identified registration, together with the goodwill of the business symbolized by the trademark.

**IN WITNESS WHEREOF**, Assignor has executed this instrument on the date set forth below.

**PURELY PERFECT, LLC**  
By:   
Name: Jackie Gilbert Bauer  
Title: President  
Date: 5.2.14