

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308357

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FAIRY TALES		06/01/2014	PARTNERSHIP: NEW YORK
RECEIVING PARTY DATA			
Name:	FAIRY TALES HAIR CARE, INC		
Street Address:	90 DAYTON AVENUE		
Internal Address:	BLDG 7B		
City:	PASSAIC		
State/Country:	NEW JERSEY		
Postal Code:	07055		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4178132	FAIRY TALES	
CORRESPONDENCE DATA			
Fax Number:	6096837978		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	609-436-1204		
Email:	emk@mgplaw.com		
Correspondent Name:	Edmond M Konin		
Address Line 1:	101 POOR FARM RD		
Address Line 2:	MASON, GRIFFIN & PIERSON, PC		
Address Line 4:	PRINCETON, NEW JERSEY 08540		
ATTORNEY DOCKET NUMBER:	FAIRY-1		
NAME OF SUBMITTER:	EDMOND M. KONIN		
SIGNATURE:	/edmond m. konin/		
DATE SIGNED:	06/21/2014		
Total Attachments: 2			
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OP \$40.00 4178132

June 1, 2014

TRADEMARK ASSIGNMENT

This Agreement is entered into freely by and between **FAIRY TALES, a New York Partnership** ("Assignor") and **FAIRY TALES HAIR CARE, INC, a Delaware Corporation** ("Assignee").

WHEREAS, Assignor is the owner of the actual trademark identified as follows: "FAIRY TALES", USPTO REGISTRATION # 2823814, registered March 16, 2004 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Trademark in perpetuity;

NOW, THEREFORE, the parties agree as follows:

1. **Assignment.** Assignor does hereby irrevocably assign to Assignee all rights, title, and interest (including, but not limited to, all registration rights with respect to the Trademark, all rights to prepare derivative marks, all goodwill and all other rights), in and to the Trademark.
2. **Consideration.** In consideration for the assignment set forth in Section 1, Assignor has paid Assignee the sum of one dollar (\$1.00) and other valuable consideration, receipt of which is hereby acknowledged.
3. **Representations and Warranties.** Assignor represents and warrants to Assignee: (a) Assignor, through one of its Partners, has the right, power and authority to enter into this Agreement; (b) Assignor is the exclusive owner of all right, title and interest, including all intellectual property rights, in the Trademark; (c) The Trademark is free of any liens, security interests, encumbrances or licenses; (d) The Trademark does not infringe the rights of any person or entity; (e) There are no claims, pending or threatened, with respect to Assignor's rights in the Trademark; (f) This Agreement is valid, binding and enforceable in accordance with its terms in all jurisdictions pertaining hereto; and (g) Assignor is not subject to any agreement, judgment or order inconsistent with the terms of this Agreement.
4. **Entire Agreement.** This Agreement, contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof. There are no amendments, exhibits, or additional terms.
5. **Amendment.** This Agreement may be amended only by a written agreement signed by both parties.

6. Severability. If any term, provision, covenant or condition of this Agreement, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect, except as mandated by the ruling.

Signed by the parties as of June 1, 2014.

ASSIGNOR:

FAIRY TALES
A New York Partnership

By: 

Robert DiLorenzo, Partner

ASSIGNEE:

FAIRY TALES HAIR CARE, INC.
A Delaware Corporation

By: 

Robert DiLorenzo, President