

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318431

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vienna Beauty Products Co.		09/03/2014	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	King Research, Inc.		
Street Address:	7025 West Marcia Road		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53223		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1487331	BIO-THERAPY	
Registration Number:	0899362	TRIPLE LANOLIN	
CORRESPONDENCE DATA			
Fax Number:	4142259753		
<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:	414-225-9755		
Email:	docketing@boylefred.com		
Correspondent Name:	Boyle Fredrickson, S.C.		
Address Line 1:	840 North Plankinton Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53203		
ATTORNEY DOCKET NUMBER:	1631.133/1631.134		
NAME OF SUBMITTER:	Peter C. Stomma		
SIGNATURE:	/Peter C. Stomma/		
DATE SIGNED:	09/30/2014		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK RIGHTS

This assignment is made by VIENNA BEAUTY PRODUCTS CO., a Ohio corporation, located and doing business at 347 Leo Street, Dayton, Ohio 45404 to KING RESEARCH, INC., a Wisconsin corporation, location and doing business at 7025 West Marcia Road, Milwaukee, Wisconsin 53223.

VIENNA BEAUTY PRODUCTS CO. is the owner of the following trademarks and registrations thereof (hereafter the "Trademark Rights"):

<u>Country</u>	<u>Serial No./ Reg. No.</u>	<u>Filing Date Issue Date</u>	<u>Mark</u>
US	73/678,822 1,487,331	August 17, 1987 May 10, 1988	BIO-THERAPY
US	72/346,005 899,362	December 11, 1969 September 22, 1970	TRIPLE LANOLIN

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, VIENNA BEAUTY PRODUCTS CO. as of September 3, 2014 sells, transfers and assigns to KING RESEARCH, INC. all right, title and interest in and to the Trademark Rights, together with the goodwill of the business symbolized by the trademarks incorporated in the Trademark Rights. This assignment includes the right to bring suit for any past or future infringement of the trademarks, and the right to obtain injunctive relief or recover damages for any such infringement.

This assignment includes any and all rights held by VIENNA BEAUTY PRODUCTS CO. in any of the Trademark Rights in any country, together with the goodwill symbolized thereby.

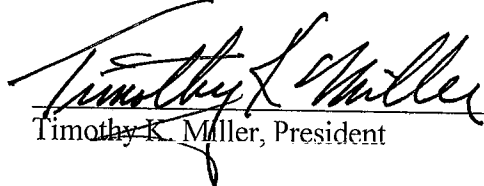
VIENNA BEAUTY PRODUCTS CO. further covenants that it will, at any time, upon request, execute and deliver any and all papers that may be necessary or desirable to perfect the title in KING RESEARCH, INC. to the trademarks. VIENNA BEAUTY PRODUCTS CO. will

upon request, sign all papers, make all rightful oaths, and do all lawful acts requisite therefore, but at the expense of KING RESEARCH, INC.

VIENNA BEAUTY PRODUCTS CO. hereby warrants that it is the owner of all right, title and interest in and to the Trademark Rights and has the full right to convey the entire right, title and interest in the Trademark Rights, and that there is no agreement or obligation in conflict with this assignment or inhibiting in any way the full and complete transfer of all rights in and to the Trademark Rights to KING RESEARCH, INC.

Executed as of September 3, 2014.

VIENNA BEAUTY PRODUCTS CO.



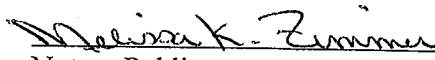
Timothy K. Miller, President

State of Ohio)
) ss
County of Montgomery)

Personally appeared before me this 3rd day of September, 2014, Timothy K. Miller, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the use and purposes therein set forth.



MELISSA K. ZIMMER
Notary Public, State of Ohio
My Commission Expires
November 1, 2014



Notary Public
My Commission expires: 11-1-14

Accepted as of September 3, 2014.

KING RESEARCH, INC.

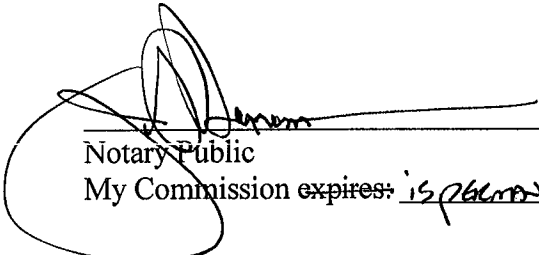


Kevin J. Schuele, CEO

State of Wisconsin)
) ss
County of Milwaukee)

Personally appeared before me this 3rd day of September, 2014, Kevin J. Schuele, to me known to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act and deed for the use and purposes therein set forth.

SEAL



Notary Public
My Commission expires: 12/31/2016

