

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM326108

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
PHITEN USA, Inc.		12/10/2014	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PHITEN Co., Ltd.		
<b>Street Address:</b>	678 Tearaimizu-cho		
<b>Internal Address:</b>	Karasumadori Nishikikojikado, Nakagyo-ku		
<b>City:</b>	Kyoto City, Kyoto Pref.		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	604-8152		
<b>Entity Type:</b>	CORPORATION: JAPAN		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3971894	S-PRO	
<b>Registration Number:</b>	4057729	ALWAYS ON	
<b>Registration Number:</b>	4155092	ANTI-FRIZZ BY YUKO	
<b>Registration Number:</b>	4415449	FUUSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3034732720		
<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>			
<b>Phone:</b>	303-473-2710		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Scott S. Havlick		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attention: Trademark Docketing		
<b>Address Line 4:</b>	Denver, COLORADO 80201		
<b>ATTORNEY DOCKET NUMBER:</b>	80902.0001		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Scott S. Havlick		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attention: Trademark Docketing		

OP \$115.00 3971894

<b>Address Line 4:</b> Denver, COLORADO 80201	
<b>NAME OF SUBMITTER:</b>	Scott S. Havlick
<b>SIGNATURE:</b>	/Scott S. Havlick/
<b>DATE SIGNED:</b>	12/15/2014
<b>Total Attachments: 1</b> source=Trademark Assignment from PHITEN USA, Inc. to PHITEN Co., Ltd#page1.tif	

ASSIGNMENT OF TRADEMARKS


This Assignment of Trademarks is made and entered into as of this 10th day of December, 2014 (the "Effective Date"), by and between PHITEN USA, Inc., a California Corporation having a principal place of business at 980 Knox Street, Torrance, California 90502 ("Assignor"), and PHITEN Co., Ltd., a Japanese Corporation having a principal place of business at 678 Tearaimizu-cho, Karasumadori Nishikikojikado, Nakagyo-ku, Kyoto City, Kyoto Pref., 604-8152 Japan ("Assignee").

WHEREAS, Assignor wishes to assign all rights, title and interest that it may have in and to the trademarks listed in Schedule A, registered with the United States Patent and Trademark Office (the "Trademarks"), and all related common law rights, the goodwill of business in which the mark is used and all other goodwill associated therewith; and

NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

Assignor assigns to Assignee all of its right, title and interest in and to the Trademarks.

ASSIGNOR: PHITEN USA, Inc.



By: Yoshihiro HIRATA  
Title: President

Schedule A

Mark	Registration No./Registration Date
S-PRO	3971894 May 31, 2011
ALWAYS ON	4057729 November 15, 2011
ANTI-FRIZZ BY YUKO	4155092 June 5, 2012
FUSE	4415449 October 8, 2013

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