

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334862

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900317761		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
J75, INC.		03/05/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	L'OREAL USA CREATIVE, INC.		
Street Address:	575 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3575835	BRAVADO	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212 984 4177		
Email:	lgigliotti@us.loreal.com		
Correspondent Name:	Lisa Gigliotti of L'Oreal USA Creative		
Address Line 1:	575 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	BAX		
NAME OF SUBMITTER:	Lisa M. Gigliotti		
SIGNATURE:	/Lisa M. Gigliotti/		
DATE SIGNED:	03/12/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between J75, Inc., a California corporation, with a place of business at 2301 E. 7th Street, Los Angeles, California 90023 (hereinafter "J75"), and L'Oréal USA Creative, Inc., a Delaware corporation, with a place of business at 575 Fifth Avenue, New York, New York 10017 ("L'Oréal").

WHEREAS, J75 represents and warrants that it is the owner of all rights, title and interest in and to the trademark BRAVADO for men's cologne, hair shampoo, body shampoo, moisturizing balm, bath and body oil, skincare balm, skin conditioner, deodorant, shaving cream and soap, and the goodwill associated therewith, and is the owner of United States Trademark Registration No. 3,575,835 for said mark for said goods (the "Mark"); and

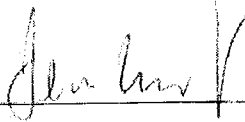
WHEREAS, L'Oréal wishes to acquire from J75, and J75 wishes to assign to L'Oréal, all of J75's rights, title and interest in and to the Mark, the goodwill represented thereby, and the corresponding registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by J75, the parties intending to be legally bound, agree as follows:

1. J75 assigns absolutely to L'Oréal, and its successors and assigns, all of its rights, title and interest in and to the Mark, including all common law rights, the goodwill of the business symbolized by said Mark, the United States Trademark Registration corresponding to the Mark, and the right to commence actions and collect damages for past, present or future infringements of the Mark. It is understood and agreed that the "WHEREAS" clauses set forth above are incorporated and made substantive provisions of this Trademark Assignment.
2. J75 agrees that, upon reasonable request from L'Oréal, it will perform all acts and execute all documents necessary or desirable for further assuring the transfer of all rights, title and interest to the Mark to L'Oréal.
3. J75 represents and warrants that:

- (a) No claim has been asserted against it that the use of the Mark does or may violate the rights of any third person and there are no claims that the Mark infringes the rights of others in the United States;
- (b) Neither J75 nor any of its affiliates, parents, or subsidiaries has encumbered the Mark or made the Mark the subject of any liens, charges and encumbrances, other than the assignment created by this Trademark Assignment;
- (c) There are no outstanding or active license agreements, coexistence agreements or consent agreements entered into by J75 or any of its affiliates, parents or subsidiaries with any third parties relating to the Mark and no assignment agreements relating to the Mark other than the assignment created by this Trademark Assignment; and
- (d) J75 has the unqualified right to make this assignment.

J75, Inc.

By: 
Name: JEAN PIERRE MASTEY
Title: PMCS J75, INC.
Date: MARCH 5, 2015