

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM341695

|   |  |                       |                     |
|---|--|-----------------------|---------------------|
| <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>  |
| Aspire Brands, Inc.   |  | 03/04/2015            | CORPORATION: NEVADA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                     |
| <b>Name:</b>  | Markwins Beauty Products, Inc.                     |                       |                     |
| <b>Street Address:</b>  | 22067 Ferrero Parkway                              |                       |                     |
| <b>City:</b>  | City of Industry                                   |                       |                     |
| <b>State/Country:</b>   | CALIFORNIA   |                       |                     |
| <b>Postal Code:</b>   | 91789  |                       |                     |
| <b>Entity Type:</b>   | CORPORATION: CALIFORNIA                            |                       |                     |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                       |                     |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                     |
| <b>Registration Number:</b>   | 4126693  | LIPREFRESH            |                     |
| <b>Registration Number:</b>   | 4407824  | TO-KI-O TREATS        |                     |
| <b>Registration Number:</b>   | 4314474  | LIP GLOSS MADE IN USA |                     |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                     |
| <b>Fax Number:</b>  |  |                       |                     |
| <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>   | 626-796-4000                                       |                       |                     |
| <b>Email:</b>   | dgrafe@leechtishman.com                            |                       |                     |
| <b>Correspondent Name:</b>  | LEECH TISHMAN FUSCALDO LAMPL, LLP                  |                       |                     |
| <b>Address Line 1:</b>  | 100 Corson Street, Third Floor                     |                       |                     |
| <b>Address Line 2:</b>  | Danton K. Mak                                      |                       |                     |
| <b>Address Line 4:</b>  | Pasadena, CALIFORNIA 91103-3842                    |                       |                     |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 3917-51528.90, MARKWINS                            |                       |                     |
| <b>NAME OF SUBMITTER:</b>   | Danton K. Mak                                      |                       |                     |
| <b>SIGNATURE:</b>   | /Danton K. MAK/                                    |                       |                     |
| <b>DATE SIGNED:</b>   | 05/18/2015   |                       |                     |
| <b>Total Attachments: 4</b>   |  |                       |                     |
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| source=Trademark Assignment - Aspire Brands, Inc#page2.tif  |  |                       |                     |

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source=Trademark Assignment - Aspire Brands, Inc#page4.tif

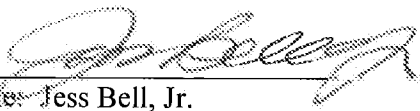
# TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is a partial abstract, for recordation purposes, of the certain Asset Purchase Agreement between Assignor and Assignee hereto, dated January 28, 2015, more specifically, "Assist Purchase Agreement Dated as of January 28, 2015 Among Bonne Bell, Inc., Aspire Group International, Aspire Brands, Inc. and Markwins International Corporation, Markwins Beauty Products, Inc."

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, **Aspire Brands, Inc.**, a Nevada corporation ("Assignor"), having a postal address of 1006 Crocker Road, Westlake, Ohio 44145, United States of America, hereby sells, assigns and transfers to **Markwins Beauty Products, Inc.**, a California corporation ("Assignee"), having a postal address of 22067 Ferrero Parkway, City of Industry, California 91789, United States of America, its successors and assigns, all right, title and interest in and to the titles, names, trade names, business names, trademarks and service marks identified in Schedule A attached to the TRADEMARK ASSIGNMENT, whether or not registered, all trade name, business name, trademark and service mark applications and registrations, any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, and all trademark and service mark interests of every kind and nature associated therewith, together with the goodwill of the business associated therewith, and any and all causes of action heretofore accrued in Assignor's favor for infringement thereof, including past infringement, in all countries, territories and possessions throughout the world and throughout the universe, to the full extent of such rights, including without limitation the marks identified in Schedule A.

IN WITNESS WHEREOF, I, the undersigned am empowered to act on behalf of the ASSIGNOR, and I hereunto set my hand this 11 day of March, 2015, at (city/state) Westlake, Ohio.

ASPIRE BRANDS, INC.

By:   
Name: Jess Bell, Jr.  
Title: Chairman and Chief Executive Officer

WITNESS: Constance Schaper  
Name: Constance Schaper  
Address: 1006 Crocker Road  
Westlake, OH 44145  
United States of America

WITNESS: Robert B. Ewing  
Name: ROBERT B EWING  
Address: 1006 Crocker Road  
Westlake, OH 44145  
United States of America

TRADEMARK ASSIGNMENT  
From Aspire Brands, Inc. to Markwins Beauty Products, Inc.

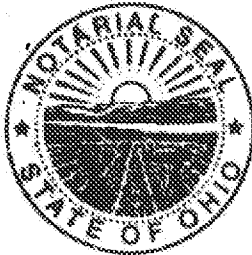
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of Ohio  
County of Cuyahoga

On March 4, 2015 before me, Valerie A. Salvino, personally appeared Jess Bell, Jr., who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



**VALERIE A. SALVINO**  
Notary Public, State of Ohio  
My Commission Expires  
November 25, 2017

Signature Valerie A. Salvino

IN WITNESS WHEREOF, I, the undersigned, am empowered to act on behalf of the ASSIGNEE, and I hereunto set my hand on this 4th day of March, 2015, at (city/state) .

MARKWINS BEAUTY PRODUCTS, INC.

By: \_\_\_\_\_  
Name: Sung-Tsei Chen  
Title: Chief Executive Officer

WITNESS: \_\_\_\_\_  
Name:  
Address:

United States of America

WITNESS: \_\_\_\_\_  
Name:  
Address:

United States of America

TRADEMARK ASSIGNMENT

From Aspire Brands, Inc. to Markwins Beauty Products, Inc.

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of \_\_\_\_\_

County of \_\_\_\_\_

On \_\_\_\_\_ before me, \_\_\_\_\_, personally appeared Sung-Tsei Chen, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_

## SCHEDULE A

| Country                | Mark                                 | Application Number | Registration Number |
|------------------------|--------------------------------------|--------------------|---------------------|
| Australia              | LIPREFRESH                           | 1411065            | 1411065             |
| Community<br>Trademark | LIPREFRESH                           | 009758343          | 009758343           |
| United States          | LIPREFRESH                           | 85/248,180         | 4,126,693           |
| United States          | LIPREFRESH                           | 85/248,180         | 4,126,693           |
| Canada                 | TO•KI•O TREATS                       | 1567266            | TMA867102           |
| United States          | TO•KI•O TREATS                       | 85/551,811         | 4,407,824           |
| United States          | TO•KI•O TREATS                       | 85/551,811         | 4,407,824           |
| United States          | LIP GLOSS MADE IN USA WITH<br>DESIGN | 85/553,802         | 4,314,474           |
| United States          | LIP GLOSS MADE IN USA WITH<br>DESIGN | 85/553,802         | 4,314,474           |