

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM346355

<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>
Performance Brands, Inc.		07/31/2014	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Product Innovations Research LLC		
<b>Street Address:</b>	15770 N. Dallas Parkway		
<b>Internal Address:</b>	Suite 700		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75248		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4756129	BEAUTY WITH LIGHT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9726615691		
<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>	972/661-5114		
<b>Email:</b>	cblount@uplawtx.com		
<b>Correspondent Name:</b>	Underwood Perkins, P.C.		
<b>Address Line 1:</b>	5420 LBJ Feeway		
<b>Address Line 2:</b>	Suite 1900		
<b>Address Line 4:</b>	Dallas, TEXAS 75240		
<b>ATTORNEY DOCKET NUMBER:</b>	P1007-0191		
<b>NAME OF SUBMITTER:</b>	Charles W. Blount, III		
<b>SIGNATURE:</b>	/Charles W. Blount, III/		
<b>DATE SIGNED:</b>	06/30/2015		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF TRADEMARK

WHEREAS, PERFORMANCE BRANDS, INC., a Florida Corporation, located and doing business at 905 SHOTGUN ROAD, SUNRISE, FLORIDA 33326, has intended to use the following marks in commerce and has filed applications for registration of the marks with the United States Patent and Trademark Office based on and indicating an intent to use, but has not yet filed an allegation of use under Sections 1(c) or 1(d) of The Trademark Act for the marks, and

WHEREAS, Product Innovations Research, LLC, a Texas limited liability company with its principal place of business located at 15770 North Dallas Parkway, Suite 700, Dallas, Texas 75248, the successor of the ongoing and existing business or portion thereof of PERFORMANCE BRANDS, INC. to which the marks pertain, as required by U.S.C. Section 1060, is desirous of acquiring said trademarks and the pending applications:


<u>Trademarks</u>	<u>Application Number</u>
FRAT STAR	86/242,949
BESTIE	86/242,921
BEAUTY WITH LIGHT	85/085,346

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, PERFORMANCE BRANDS, INC. does hereby assign, convey and transfer to Product Innovations Research, LLC all right, title and interest in and to the trademarks and applications and any federal and international registrations resulting therefrom and the goodwill of the business symbolized thereof.

Signed at (city)Fort Lauderdale, Florida this 31<sup>st</sup> day of July, 2014.

PERFORMANCE BRANDS, INC.

Signature:

  
STACY KAUFMAN, PRESIDENT

ASSIGNEE'S NAME: Product Innovations Research, LLC

Signature of Authorized Representative: \_\_\_\_\_

Printed Name and Corporate Title: Richard Hough, President

Signed at (city)Fort Lauderdale, Florida this 31<sup>st</sup> day of July, 2014.

PERFORMANCE BRANDS, INC.

Signature:

STACY KAUFMAN, PRESIDENT

ASSIGNEE'S NAME: Product Innovations Research, LLC

Signature of Authorized Representative:



Printed Name and Corporate Title: Richard Hough, President