

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM373957

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900354461		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alberto-Culver International, Inc.		11/30/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Strength of Nature, LLC		
<b>Street Address:</b>	64 Ross Rd.		
<b>City:</b>	Savannah		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	31405		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: GEORGIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73809313	CONSORT	
<b>Serial Number:</b>	72254905	CONSORT	
<b>Serial Number:</b>	73530885		
<b>Serial Number:</b>	78444489	MOTIONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9122363003		
<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>	9122363001		
<b>Email:</b>	nbelzer@belzerlaw.com		
<b>Correspondent Name:</b>	Nathan C. Belzer		
<b>Address Line 1:</b>	2905 Bull St.		
<b>Address Line 4:</b>	Savannah, GEORGIA 31405		
<b>ATTORNEY DOCKET NUMBER:</b>	SON		
<b>NAME OF SUBMITTER:</b>	Nathan C. Belzer		
<b>SIGNATURE:</b>	/Nathan C. Belzer/		
<b>DATE SIGNED:</b>	02/22/2016		

**Total Attachments: 8**

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## TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT

This Trademark Assignment and Assumption Agreement (“Assignment”) is made on this 30<sup>th</sup> day of November, 2015, between Alberto-Culver International, Inc. (“Assignor”), and STRENGTH OF NATURE, LLC, a Georgia limited liability company (“Assignee”). All capitalized terms used in this Assignment and not otherwise defined herein shall have the respective meanings ascribed to such terms in the Purchase and Sale Agreement (the “Purchase Agreement”), dated November 24, 2015, by and between Conopco, Inc., a New York corporation (the “Company”) and Assignee.

**WHEREAS**, Assignor is the owner of all right, title and interest in and to the Transferred Trademarks listed on the attached Schedule A, the applications and/or registrations therefor, and the common law rights therein, as well as the goodwill associated with the business symbolized by the Transferred Trademarks (collectively, the “Marks”);

**WHEREAS**, Assignee is desirous of acquiring all of Assignor’s rights in and to the Marks; and

**WHEREAS**, this Assignment may be recorded by Assignee in its sole discretion as it deems appropriate with the applicable governmental office or administrative agency.

**NOW, THEREFORE**, for the good and valuable consideration set out in the Purchase Agreement, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its entire right, title, and interest in and to the Marks; and

Said Marks to be held and enjoyed by the above-named Assignee, for Assignee’s own use and benefit, and for Assignee’s successors and assigns to the full end of the terms for which said trademarks may be granted, including any renewals thereof, as fully and entirely as the same would have been held by the undersigned Assignor had this assignment and sale not been made; and for the aforesaid consideration Assignor hereby covenants, agrees and undertakes to execute, whenever reasonably requested in writing by the above-named Assignee, all trademarks registrations, assignments, lawful oaths and any other papers which are provided to it by Assignee and which are reasonably necessary or desirable for securing to Assignee or for maintaining for Assignee the Marks hereby assigned, at the sole cost and expense of Assignee. Each party acknowledges that, in entering into this Agreement, it has not relied on, and shall have no right or remedy in respect of, any statement, representation or warranty other than as expressly set out in the Purchase Agreement.

The interpretation and performance of this Assignment shall be governed by and in accordance with the laws of the State of New York without regard to such State’s conflicts of law principles (other than Section 5-1401 of the General Obligations Law of the State of New York).

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed on the date first above written.

ALBERTO-CULVER INTERNATIONAL, INC.

By: David Schwartz  
Name: David Schwartz  
Title: Vice President

STRENGTH OF NATURE, LLC

By: \_\_\_\_\_  
Name:  
Title:

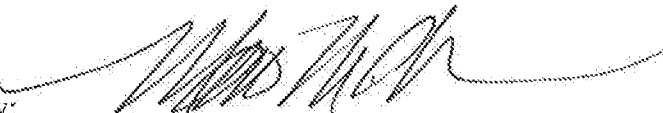
[Signature Page to Trademark Assignment and Assumption Agreement]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed on the date first above written.

ALBERTO-CULVER INTERNATIONAL, INC.

By: \_\_\_\_\_  
Name:  
Title:

STRENGTH OF NATURE, LLC

By:   
Name: MARIO M. DE LA VAROIA  
Title: PRESIDENT

[Signature Page to Trademark Assignment and Assumption Agreement]

**SCHEDULE A**

Country	Trademark	TM Logo	Classes	Application No	Registration No	Status	Next Renewal Due	Registered Proprietor
China	CONSORT		3	970046525	1204116	Registered	6 Sep 2018	Alberto-Culver International, Inc.
<i>Goods/Services</i>								
3 化妆品；化妆用具；肥皂；香波；护发剂；生发剂；头发定型剂；防脱发剂；局油；染发剂；牙膏；香水；香料；洗衣皂。								
3  Cosmetics, toiletry products, soap, shampoo, hair conditioner, hair restorer, hair styling preparations, anti-hair-loss treatment, hot oil treatments, hair dyes, toothpaste, perfumes, essential essences, laundry soaps.								
Hong Kong	CONSORT		3	19730765	19730765	Registered	5 Jan 2018	Alberto-Culver International, Inc.
<i>Classes</i>								
3  Goods/Services								
Cosmetic and toiletry products.								
Korea - Republic of (South)	CONSORT		3	20008736	71176	Registered	19 Aug 2020	Alberto-Culver International, Inc.
<i>Classes</i>								
3  Goods/Services								
Shampoos, anti-dandruff shampoos, toilet soaps, washing soaps and medicated soaps.								
New Zealand	CONSORT		3	82442	82442	Registered	14 Oct 2015 <sup>1</sup>	Alberto-Culver International, Inc.
<i>Classes</i>								
3  Goods/Services								
Cosmetics and non-medicated toiletries.								

<sup>1</sup> Unilever has instructed local counsel to renew this Trademark.

Panama CONSORT 3 18209 18199 Registered 10 Oct 2023 Alberto-Culver International, Inc.  
*Classes* *Goods/Services*  
 3 *Colognes, shaving soaps and lotions, personal deodorants, hair preparations including hair sprays, gels, dressings, and dandruff preparations.*

Peru CONSORT 3 104086 65643 Registered 23 Mar 2022 Alberto-Culver International, Inc.  
*Classes* *Goods/Services*  
 3 *Cosmetic and toilet products, especially for hair sprays, shampoos, hair dyeing preparations, cream rinses, hair conditioners, gels and lotions to fix the hair, dandruff shampoos, hand and body lotions; soaps; shaving creams; perfumes.*

South Africa CONSORT 3 664124 664124 Registered 12 Oct 2016 Alberto-Culver International, Inc.  
*Classes* *Goods/Services*  
 3 *Soaps, perfumery, essential oils, cosmetics, hair lotions and toiletries*

United States of America CONSORT 3 73809313 1586425 Registered 13 Mar 2020 Alberto-Culver International, Inc.  
*Classes* *Goods/Services*  
 3 *Personal care products, including hair spray, hair styling gel, hair conditioner, hair styling mousse, personal deodorants and shampoo.*

United States of America CONSORT 3 72254905 828673 Registered 9 May 2017 Alberto-Culver International, Inc.  
*Classes* *Goods/Services*  
 3 *Colognes, shave soaps, shave lotions, personal deodorants, preparations for the hair, comprising hair spray, hair setting gel, hair dressing and conditioner, and dandruff preparation.*

United States  
of America

MAN'S HEAD  
DESIGN-  
CONSORT



3

73530885

1364034

Registered

8 Oct 2015<sup>2</sup>

Alberto-Culver  
International,  
Inc.

Classes  
3  
*Goods/Services*  
Hair care preparations namely, hair spray, hair conditioner & hair styling mousses; personal deodorants.

Vietnam

CONSORT

**CONSORT** 3

4198901590

1437

Registered

13 Oct 2019

Alberto-Culver  
International,  
Inc.

Classes  
3  
*Goods/Services*  
Chất dẻ tẩy rửa, đánh bóng, tẩy dầu mỡ và mài mòn; xà phòng; nước hoa, tinh dầu, mỹ phẩm, các loại thuốc bảo vệ tóc

Caribbean  
Netherlands

MOTIONS

3

876

876

Registered

28 Apr 2021

Alberto-Culver  
International,  
Inc.

Classes  
3  
*Goods/Services*  
Cosmetica en toiletproducten: haarverzorgingsmiddelen, shampoos, haarlotions, haarverzachters en haarpomade.  
3  
*Goods/Services*  
Cosmetics and toiletries; hair care products, shampoos, hair lotions, conditioners and hair pomades.

Dominica

MOTIONS

3

198

198

Registered

12 Jun 2021

Alberto-Culver  
International,  
Inc.

Classes  
3  
*Goods/Services*  
Cosmetics and toiletry products, hair care products, shampoos, conditioners, hair lotion, relaxers and hair sheens.

Eritrea

MOTIONS

3

Pending

Alberto-Culver  
International,  
Inc.

Classes  
3  
*Goods/Services*  
Hair care preparations.

<sup>2</sup> Unilever has instructed local counsel to renew this Trademark.



Honduras	MOTIONS	3	1025304	103738	Registered	11 Feb 2018	Alberto-Culver International, Inc.
<i>Classes</i>							
3							<i>Goods/Services</i> Hair care preparations.
Madagascar	MOTIONS	3	20040447	0186/14 (06592)	Registered	6 Sep 2024	Alberto-Culver International, Inc.
<i>Classes</i>							
3							<i>Goods/Services</i> Hair care preparations.
New Zealand	MOTIONS	3	727088	727088	Registered	22 Mar 2025	Alberto-Culver International, Inc.
<i>Classes</i>							
3							<i>Goods/Services</i> Hair care preparations
Puerto Rico	MOTIONS	3	27238	40661	Registered	12 Jun 2017	Alberto-Culver International, Inc.
<i>Classes</i>							
3							<i>Goods/Services</i> Hair care products such as hair shampoos, conditioners, hair lotions, hair relaxer preparations and relaxers and hair sheens.
South Africa	MOTIONS	3	200414848	200414848	Registered	27 Aug 2024	Alberto-Culver International, Inc.
<i>Classes</i>							
3							<i>Goods/Services</i> Hair care preparations.
United States of America	MOTIONS	3	78444489	3128703	Registered	15 Aug 2016	Alberto-Culver International, Inc.
<i>Classes</i>							
3							<i>Goods/Services</i> Hair care preparations.

**Rwanda**      **TCB**      **3**      **5189HRK**      **5189HRK**      **Registered**      **14 Dec 2019**      **Alberto-Culver  
International,  
Inc.**

*Classes*  
**3**      *Goods/Services*  
**Hair care preparations.**

**TRADEMARK**

**REEL: 005736 FRAME: 0792**

**RECORDED: 02/17/2016**