

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM402521

<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>
Marc Anthony Cosmetics Inc.		09/30/2016	Corporation: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Marc Anthony Cosmetics Ltd.		
<b>Street Address:</b>	190 Pippin Road		
<b>City:</b>	Concord, Ontario		
<b>State/Country:</b>	CANADA		
<b>Postal Code:</b>	L4K 4X9		
<b>Entity Type:</b>	Corporation: CANADA		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3092173	INSTANTLY THICK	
<b>Registration Number:</b>	4761840	KINKY GIRLS	
<b>Registration Number:</b>	3492582	MARC ANTHONY	
<b>Registration Number:</b>	2296390	MARC ANTHONY	
<b>Registration Number:</b>	3134473	MOISTURE GLOSS	
<b>Registration Number:</b>	3000732	STRICTLY CURLS	
<b>Registration Number:</b>	4040147	STYLE STRAIGHT	
<b>Registration Number:</b>	2906450	TRUE PROFESSIONAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3124276663		
<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>	(312) 427-1300		
<b>Email:</b>	chiustm@ladas.net		
<b>Correspondent Name:</b>	Ladas & Parry LLP		
<b>Address Line 1:</b>	224 South Michigan Avenue		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604		
<b>DOMESTIC REPRESENTATIVE</b>			

CH \$215.00 3092173

<b>Name:</b>	Ladas & Parry
<b>Address Line 1:</b>	224 South Michigan Avenue
<b>Address Line 2:</b>	Suite 1600
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604
<b>NAME OF SUBMITTER:</b>	KEVIN A. THOMPSON
<b>SIGNATURE:</b>	/KEVIN A. THOMPSON/
<b>DATE SIGNED:</b>	10/19/2016
<b>Total Attachments: 5</b> source=marc anthony#page1.tif source=marc anthony#page2.tif source=marc anthony#page3.tif source=marc anthony#page4.tif source=marc anthony#page5.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Marc Anthony Cosmetics Inc., having offices at 190 Pippin Road, Concord, Ontario, L4K 4X9, Canada, ("Assignor"), is the owner of certain trademarks and trademark registrations and applications in Canada listed on Schedule A attached hereto and in the United States listed on Schedule B attached hereto (collectively, the "Marks");

WHEREAS, Marc Anthony Cosmetics Ltd., a British Columbia corporation, having offices at 190 Pippin Road, Concord, Ontario, L4K 4X9, Canada, ("Assignee"), is desirous of acquiring all right, title and interest to the Marks, and all of their associated goodwill;

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignor sold to Assignee all or substantially all of the assets of Assignor, including the Marks and the goodwill of the business symbolized thereby; and

WHEREAS, the execution and delivery of this Assignment is a condition to Closing under the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

The Assignor hereby sells, assigns and transfers to Assignee, its assigns and successors, its entire right, title and interest in and to the Marks that Assignor owns, together with the goodwill of the business associated therewith, the same to be held and enjoyed by Assignee as fully and completely as the same could have been held and enjoyed by the Assignor if this assignment had not been made, including the assignment of the right to take action and recover for damages, profits and costs arising from any past, present and future infringements of the Marks, the right to oppose any application to register a trademark which may be confusingly similar to the Marks, and all rights to apply for and the privilege of applying for, obtaining and maintaining registration of said Marks, including any proceedings, of any nature, in accordance therewith.

The Assignor agrees to execute and deliver to the Assignee all such further documents, instruments, assignments, etc., as may be necessary to give effect to the assignment of rights reflected herein and the registration of the assignment of rights with the Canadian Intellectual Property Office and the United States Patent and Trademark Office.

*[Remainder of page intentionally left blank.]*

EXECUTED at Toronto, Ontario, on this 30<sup>th</sup> day of September, 2016.

ASSIGNOR:

MARC ANTHONY COSMETICS INC.

By: 

Name: Marc Anthony Venero

Title: President

ASSIGNEE:

MARC ANTHONY COSMETICS LTD.

By: \_\_\_\_\_

Name: James Hart

Title: President

{Signature Page to MAC Trademark Assignment}

**TRADEMARK**  
**REEL: 005902 FRAME: 0841**

EXECUTED at Toronto, Ontario, on this 30th day of September, 2016.

ASSIGNOR:

MARC ANTHONY COSMETICS INC.

By: \_\_\_\_\_

Name: Marc Anthony Venere

Title: President

ASSIGNEE:

MARC ANTHONY COSMETICS LTD.

By:  \_\_\_\_\_

Name: Jaimea Hart

Title: President

[Signature Page to MAC Trademark Assignment]

TRADEMARK  
REEL: 005902 FRAME: 0842

**Schedule B  
UNITED STATES**

Mark	Application Date and No. / Registration Date and No.	Goods and Services
KINKY GIRLS  KINKY GIRLS	App 15-JUL-2014 App 86337084 Reg 23-JUN-2015 Reg 4761840	INT. CL. 3 HAIR CARE PREPARATIONS
STYLE STRAIGHT  STYLE STRAIGHT	App 15-DEC-2009 App 77894042 Reg 18-OCT-2011 Reg 4040147	INT. CL. 3 HAIR CARE PRODUCTS, NAMELY, SHAMPOOS, CONDITIONERS, TREATMENTS, NAMELY, GELS, SERUMS, SPRAYS, CREAMS, WAXES, PUTTIES, GLOSSERS, DROPS, FOAMS, SPIKING GLUE, STYLING GEL, MOUSSE AND HAIRSPRAY
MOISTURE GLOSS  MOISTURE GLOSS	App 03-MAY-2004 App 78412075 Reg 22-AUG-2006 Reg 3134473	INT. CL. 3 BEAUTY SERUMS, NAMELY, HAIR TREATMENT SERUMS, SHAMPOO, HAIR CONDITIONER [, HAIRSPRAY, AND HAIR GEL ]
MARC ANTHONY  MARC ANTHONY	App 15-JAN-2004 App 78352379 Reg 26-AUG-2008 Reg 3492582	INT. CL. 3 (BASED ON USE IN COMMERCE) HAIR CARE PRODUCTS, INCLUDING HAIR STYLING PRODUCTS, NAMELY-- HAIR SHAMPOOS, HAIR CONDITIONERS, HAIR LOTIONS, HAIR TONICS, HAIR COLORING PREPARATIONS, HAIR RINSES, HAIR MOUSSE, HAIR SPRAY, HAIR GELS IN THE NATURE OF HAIR MOLDING PUTTY, NON-MEDICATED HAIR SERUMS, HAIR CREAMS IN THE NATURE OF HAIR RECONSTRUCTING PREPARATIONS, HAIR DETANGLERS, AND HAIR POLISHERS INT. CL. 44 [ BEAUTY SALON SERVICES ]
STRICTLY CURLS	App 11-AUG-2003 App 78285478 Reg 27-SEP-2005 Reg 3000732	INT. CL. 3 HAIR CARE PRODUCTS, NAMELY SHAMPOOS, CONDITIONERS, LOTIONS, TONICS, COLORS, RINSES, MOUSSE, SPRAY, GELS, SERUMS, CREAMS, WAXES, RECONSTRUCTORS, TREATMENTS, DETANGLERS, POLISHERS
INSTANTLY THICK INSTANTLY THICK	App 17-JUL-2003 App 78275843 Reg 16-MAY-2006 Reg 3092173	INT. CL. 3 HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY, HAIR SHAMPOOS, HAIR CONDITIONERS, HAIR LOTIONS, HAIR TONICS, HAIR COLORING PREPARATIONS, HAIR RINSES, HAIR MOUSSE, HAIR SPRAY, HAIR GELS IN THE NATURE OF HAIR MOLDING PUTTY, NON-MEDICATED HAIR SERUMS, HAIR CREAMS, HAIR RECONSTRUCTING PREPARATIONS; [WAX STRIPS FOR REMOVING BODY HAIR; ] NON-MEDICATED SCALP TREATMENTS; HAIR DETANGLERS; HAIR POLISHERS
TRUE PROFESSIONAL	App 17-JUL-2003 App 78275847 Reg 30-NOV-2004 Reg 2908450	INT. CL. 3 HAIR CARE AND HAIR STYLING PRODUCTS, NAMELY, HAIR SHAMPOOS, HAIR CONDITIONERS, HAIR LOTIONS, HAIR TONICS, [ HAIR COLORING PREPARATIONS, ] HAIR RINSES, HAIR MOUSSE, HAIR SPRAY, HAIR GELS IN THE NATURE OF HAIR MOLDING PUTTY, NON-MEDICATED HAIR SERUMS, HAIR CREAMS, HAIR RECONSTRUCTING PREPARATIONS; [ WAX STRIPS FOR REMOVING BODY HAIR, NON-MEDICATED SCALP TREATMENTS; ] HAIR DETANGLERS; HAIR POLISHERS

Mark	Application Date and No. / Registration Date and No.	Goods and Services
MARC ANTHONY	App 16-DEC-1998 App 75214072 Reg 30-NOV-1998 Reg 2296390	INT. CL. 3 HAIR CARE PRODUCTS, NAMELY, SHAMPOOS, CONDITIONERS, LOTIONS, TONICS, [ COLORS, RINSES, ] MOUSSE, SPRAY, GELS, [ AND COSMETICS, NAMELY, PERFUME, COLOGNE, BATH OIL, EYE SHADOW, EYE-LINERS, EYE COLOR PENCIL, BROW COLOR PENCIL, SKIN CONDITIONING CREAM, MASCARA, BLUSHER, POWDER, FOUNDATION MAKEUP, SKIN MOISTURIZERS, LIPSTICK, LIP GLOSS, LIP PENCIL, NAIL ENAMEL, NAIL POLISH, SOAP, CREAM, LOTIONS, SKIN CLEANSERS, SKIN OILS, FACIAL MAKEUP, MASQUES AND MAKEUP REMOVER ]