

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407333

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Regal Beauty, Inc.		07/19/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	American International Industries		
Street Address:	2220 Gaspar Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90040		
Entity Type:	Partnership: CALIFORNIA		
Composed Of:	<ul style="list-style-type: none"> • Glamour Industries Co., CALIFORNIA, Corporation • SRYZ Corp., CALIFORNIA, Corporation • ARYZ Corp., CALIFORNIA, Corporation • ERX Corp., CALIFORNIA, Corporation • RAZY Properties, Inc., CALIFORNIA, Corporation 		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2947954	MODEL IN A BOTTLE	
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>			
Email:	lp@conklelaw.com		
Correspondent Name:	Mark D. Kremer		
Address Line 1:	3130 Wilshire Blvd., Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90403		
NAME OF SUBMITTER:	Mark Kremer		
SIGNATURE:	/Mark D. Kremer/		
DATE SIGNED:	12/01/2016		
Total Attachments: 6			
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ASSIGNMENT OF TRADEMARKS

Whereas, Regal Beauty, Inc. ("Assignor"), a California Corporation, whose address is 959 Heron Circle, Seal Beach, CA 90740 is the owner of the trademarks, trade dress and registrations thereof listed on Attachment A (collectively, the "Trademarks").

Whereas, American International Industries ("Assignee"), a California General Partnership, whose address 2220 Gaspar Avenue, Los Angeles, California 90040, wishes to acquire all the right, title and interest to said Trademarks, together with all goodwill pertaining thereto and in connection with that certain Agreement for Purchase and Sale of Assets of even date herewith ("Purchase Agreement") whereby among other things All is purchasing from Regal all of its rights in the trademarks, trade dress and registrations thereof listed on Attachment A and associated with the Model In A Bottle product line.

THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. GRANT OF RIGHTS:

Assignor irrevocably grants, sells, transfers, assigns and delivers to Assignee, all right, title and interest of every kind and character throughout the world that it has, if any, in and to the Trademarks, and the goodwill of the business pertaining thereto, including the right to and all claims for past damages, it being acknowledged and understood that it is the intention of this assignment to confer upon Assignee, Assignor's full and complete title to and ownership of the Trademarks, for their life, or any term allowed by this law of every jurisdiction.

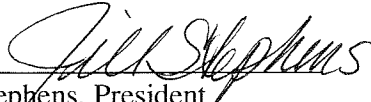
2. RIGHTS AND OBLIGATIONS:

2.1 Assignor agrees to execute and deliver, or cause to be executed and delivered, to Assignee or any purchaser of the Trademarks from Assignee, any and all documents and instruments, in form and substance reasonably satisfactory to Assignee and its counsel, necessary or useful or which may become necessary or useful to effect and complete the transfer, grant or sale to Assignee of all rights or property acquired or intended to be acquired by Assignee under this Assignment and shall pay any fees or expense necessary for such transfer, grant or sale, found due and owing prior to the date of this Assignment.

IN WITNESS WHEREOF, each party has agreed to and executed this Assignment as of July 19, 2016.

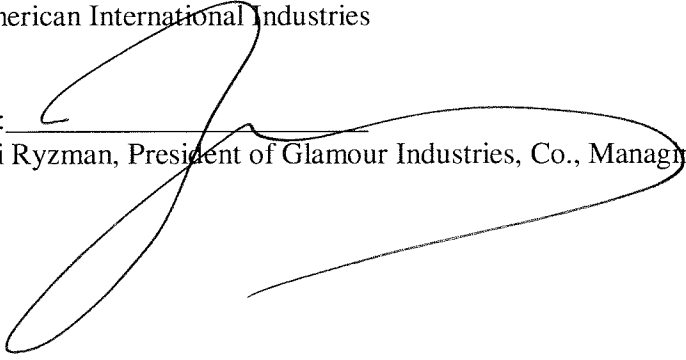
ASSIGNOR:

Regal Beauty, Inc.

By: 
Jill Stephens, President

ASSIGNEE:

American International Industries

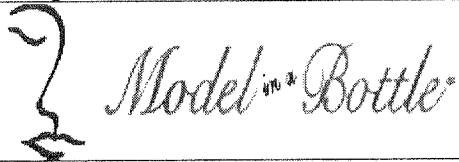


By: 
Zvi Ryzman, President of Glamour Industries, Co., Managing Partner

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TRADEMARK
REEL: 005932 FRAME: 0634

ATTACHMENT A

Trademark	Country	Status	App. / Reg. No.	App. / Reg. Date	Owner
MODEL IN A BOTTLE	U.S.	Registered	App. 78404396 Reg. 2947954	App. 4/19/2004 Reg. 5/10/2005	Regal Beauty, Inc.
MODEL IN A BOTTLE <i>Model in a Bottle</i>	China	Registered	Reg. 12681754	App. 5/30/2013 Reg. 10/21/2014	Guang zhou tao bao hua zhuang pin you xian gong si

Product Line	Images and Text
MODEL IN A BOTTLE	
MODEL IN A BOTTLE MAKEUP SETTING SPRAY	
MODEL IN A BOTTLE SENSITIVE SKIN FORMULA MAKEUP SETTING SPRAY	

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**MODEL IN A
BOTTLE LONG
LASTING EYEBROW
SEALER**



**MODEL IN A
BOTTLE LIPSTICK
SEALER**



Model Bottle
Lipstick
Sealer
1.7 FL. OZ. (50 ml)

**MODEL IN A
BOTTLE EYELASH
CURLER**



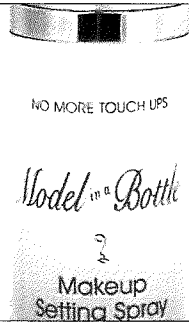
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REEL: 005932 FRAME: 0636**

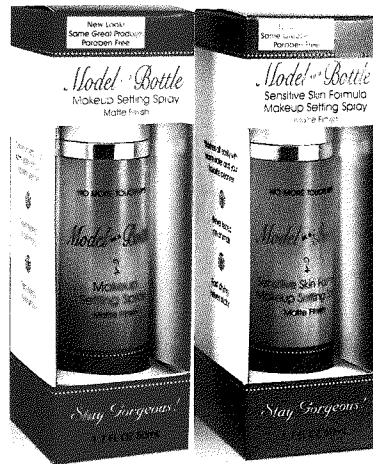
MODEL IN A BOTTLE MAKEUP BRUSHES



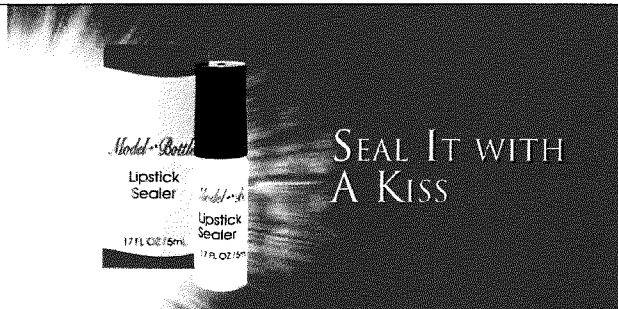
NO MORE TOUCH UPS



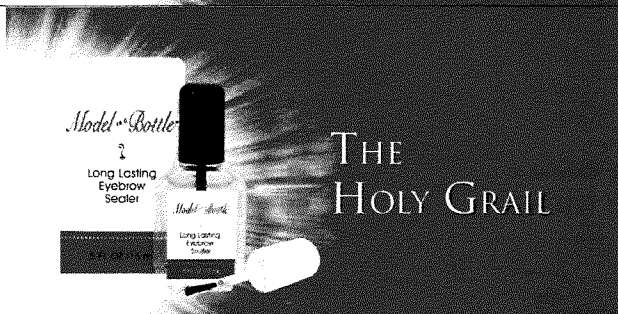
STAY GORGEOUS!



SEAL IT WITH A
KISS



THE HOLY GRAIL



SAME MODELS
NEW BOTTLES



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