

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM407789

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Procter & Gamble Company		10/01/2016	Corporation:

**RECEIVING PARTY DATA**

<b>Name:</b>	Noxell Corporation
<b>Street Address:</b>	11050 York Road
<b>City:</b>	Hunt Valley
<b>State/Country:</b>	MARYLAND
<b>Postal Code:</b>	21030-2098
<b>Entity Type:</b>	Corporation: MARYLAND

**PROPERTY NUMBERS Total: 99**

Property Type	Number	Word Mark
Registration Number:	3683926	ALOE JOJOBA VITAMIN E
Registration Number:	4653998	ALPHA-RED
Registration Number:	945353	ARCTIC BLONDE
Registration Number:	945350	AUTUMN MIST
Registration Number:	885600	BASIC WHITE
Registration Number:	1901110	BEAUTIFUL COLLECTION
Registration Number:	1036538	BERRYWOOD
Registration Number:	810658	BLACK VELVET
Registration Number:	803548	BORN BLONDE
Registration Number:	4969677	BORN RED
Registration Number:	3127837	BRASS BUSTERS
Registration Number:	1404561	BW2
Registration Number:	4502990	CC COLORSEAL
Registration Number:	3911493	CHAMPAGNE INDULGENCE COLLECTION
Registration Number:	4933038	CHROMALOCK
Registration Number:	1039498	CLAIROL
Registration Number:	1095639	CLAIROL
Registration Number:	1357545	CLAIROL
Registration Number:	1466663	CLAIROL

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Property Type	Number	Word Mark
Registration Number:	3911807	
Registration Number:	1062017	CLAIROL PROFESSIONAL
Registration Number:	1258175	CLAIROL PROFESSIONAL
Registration Number:	1258176	CLAIROL PROFESSIONAL
Registration Number:	4515734	CLAIROL PROFESSIONAL CLASSIC COLLECTION
Registration Number:	2389885	CLAIROL PROFESSIONAL RADIANCE
Registration Number:	433594	CLAIROXIDE
Registration Number:	3753450	COLOR-BLEND TECHNOLOGY
Registration Number:	4014185	COLORBLEND FOAM
Registration Number:	1525158	COLORSEAL
Registration Number:	1899529	COMPLEMENTS
Registration Number:	3758645	DEEP CONDITIONING FOR HEALTHY SHINE SOY
Registration Number:	2907276	DOUBLE ESPRESSO
Registration Number:	4654070	FLARE
Registration Number:	740432	FLAXEN BLONDE
Registration Number:	4132230	FLAXEN IN A FLASH
Registration Number:	1160557	FROST & TIP
Registration Number:	810659	GOLDEN APRICOT
Registration Number:	3049813	GRAY BUSTERS
Registration Number:	3283561	GRAY SOLUTION
Registration Number:	4818308	HAIRPAINTING
Registration Number:	791546	HAPPY HONEY
Registration Number:	3835961	HONEY BE QUICK
Registration Number:	1594819	KALEIDOCOLORS
Registration Number:	3835962	LATTE WHIRL
Registration Number:	3285628	LIPSLICKS
Registration Number:	3923747	LIQUICOLOR PERMANENTE
Registration Number:	707290	LOVING CARE
Registration Number:	1046630	LUMINIZE
Registration Number:	1572758	LUMINIZE
Registration Number:	367614	METALEX
Registration Number:	555310	MISS CLAIROL
Registration Number:	1356159	MISS CLAIROL
Registration Number:	812765	MOONGOLD
Registration Number:	837702	MOONHAZE
Registration Number:	944835	MOONLIT BROWN
Registration Number:	1982870	NATURAL INSTINCTS
Registration Number:	4518505	NATURAL INSTINCTS

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	4809840	NATURAL INSTINCTS CREMA KERATINA
<b>Registration Number:</b>	4049897	NATURAL INSTINCTS VIBRANT
<b>Registration Number:</b>	805737	NICE 'N EASY
<b>Registration Number:</b>	3819552	
<b>Registration Number:</b>	3326067	ONCE A WEEK COLOR TREAT
<b>Registration Number:</b>	3522549	PERFECT 10
<b>Registration Number:</b>	4009893	PERFECT LIGHTS
<b>Registration Number:</b>	4321856	PRO4PLEX
<b>Registration Number:</b>	4321871	PRO4PLEX
<b>Registration Number:</b>	1526356	PURE WHITE
<b>Registration Number:</b>	810660	RED GINGER
<b>Registration Number:</b>	1036537	RED OAK
<b>Registration Number:</b>	4800813	RESULTS TODAY. BEAUTIFUL ALWAYS.
<b>Registration Number:</b>	945345	SABLE BROWN
<b>Registration Number:</b>	1231598	SECOND NATURE
<b>Registration Number:</b>	1201718	SHIMMER LIGHTS
<b>Registration Number:</b>	3124945	SHINE HAPPY
<b>Registration Number:</b>	791544	SILENT SNOW
<b>Registration Number:</b>	3929113	SOY 4PLEX
<b>Registration Number:</b>	3929114	SOY 4PLEX
<b>Registration Number:</b>	944838	SPRING HONEY
<b>Registration Number:</b>	1394593	SUMMER BLONDE
<b>Registration Number:</b>	944209	SUNLIT BROWN
<b>Registration Number:</b>	1325320	SUNSET BROWN
<b>Registration Number:</b>	2250232	TEXTURES & TONES
<b>Registration Number:</b>	3158268	TEXTURES & TONES
<b>Registration Number:</b>	3577341	THE COLOR THAT CHANGES EVERYTHING
<b>Registration Number:</b>	608511	TOPAZ
<b>Registration Number:</b>	1421657	TORRIDS
<b>Registration Number:</b>	3781884	TRIPLE SHINE HYDRIENCE CONDITIONING COMP
<b>Registration Number:</b>	853890	ULTRA BLUE
<b>Registration Number:</b>	4039130	WEEK 2 COLORFRESH!
<b>Registration Number:</b>	791545	WINSOME WHEAT
<b>Registration Number:</b>	945913	WINTER WHEAT
<b>Registration Number:</b>	3819487	YOUR RIGHT COLOR
<b>Serial Number:</b>	86495135	ADVANCED O2 TECHNOLOGY
<b>Serial Number:</b>	86879043	CLAIROL STERLING 3D
<b>Serial Number:</b>	86467762	CLAIROL. YOUR COLOR EXPERT

Property Type	Number	Word Mark
Serial Number:	86806449	COLOR AS REAL AS YOU ARE
Serial Number:	86271568	ESSENSYNC
Serial Number:	86943877	FLARE ME
Serial Number:	86713966	STYLECALM

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Email:** trademarks@cotyinc.com

**Correspondent Name:** Joseph Conklin

**Address Line 1:** Coty Inc.

**Address Line 2:** 350 Fifth Avenue

**Address Line 4:** New York, NEW YORK 10118

<b>NAME OF SUBMITTER:</b>	Joseph Conklin
<b>SIGNATURE:</b>	/joseph conklin/
<b>DATE SIGNED:</b>	12/06/2016

**Total Attachments: 4**

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## ASSIGNMENT OF TRADEMARK

WHEREAS, The Procter & Gamble Company, an Ohio corporation, having its principal place of business at One Procter & Gamble Plaza, Cincinnati, Ohio 45202 (hereinafter "Assignor"), is the owner of the following trademark registrations and the common law rights related thereto (hereinafter collectively referred to as the "Trademark");

<u>Trademark</u>	<u>U.S. Reg'n No.</u>	<u>U.S. Reg'n Date</u>
ALOE JOJOBA VITAMIN E (Droplet Device 08 color)	3683926	September 15, 2009
ALPHA-RED	4653998	December 9, 2014
ARCTIC BLONDE	945353	October 17, 1972
AUTUMN MIST	945350	October 17, 1972
BASIC WHITE	885600	February 3, 1970
BEAUTIFUL COLLECTION	1901110	June 20, 1995
BERRYWOOD	1036538	March 30, 1976
BLACK VELVET	810658	June 28, 1966
BORN BLONDE	803548	February 8, 1966
BORN RED	4969677	May 31, 2016
BRASS BUSTERS	3127837	August 8, 2006
BW2	1404561	August 12, 1986
CC COLORSEAL	4502990	March 25, 2014
CHAMPAGNE INDULGENCE COLLECTION	3911493	January 25, 2011
ChromaLOCK	4933038	April 5, 2016
CLAIROL	1039498	May 18, 1976
CLAIROL	1095639	July 11, 1978
CLAIROL	1357545	September 3, 1985
CLAIROL	1466663	November 24, 1987
CLAIROL NICE 'N EASY (Ribbon Strands Device 09 bw)	3911807	January 25, 2011
CLAIROL PROFESSIONAL	1062017	March 29, 1977
CLAIROL PROFESSIONAL	1258175	November 22, 1983
CLAIROL PROFESSIONAL	1258176	November 22, 1983
CLAIROL PROFESSIONAL CLASSIC COLLECTION	4515734	April 15, 2014
CLAIROL PROFESSIONAL RADIANCE	2389885	September 26, 2000
CLAIROXIDE	433594	October 21, 1947
COLOR BLEND TECHNOLOGY	3753450	February 23, 2010
COLORBLEND FOAM	4014185	August 16, 2011
COLORSEAL	1525158	February 21, 1989
COMPLEMENTS	1899529	June 13, 1995
DEEP CONDITIONING FOR HEALTHY SHINE SOY COMPLEX (& Device)	3758645	March 9, 2010
DOUBLE ESPRESSO	2907276	November 30, 2004
FLARE	4654070	December 9, 2014
FLAXEN BLONDE	740432	November 6, 1962
FLAXEN IN A FLASH	4132230	April 24, 2012
FROST & TIP	1160557	July 14, 1981
GOLDEN APRICOT	810659	June 28, 1966
GRAY BUSTERS	3049813	January 24, 2006
GRAY SOLUTION	3283561	August 21, 2007

**TRADEMARK**

**REEL: 005935 FRAME: 0454**

HAIRPAINTING	4818308	September 22, 2015
HAPPY HONEY	791546	June 22, 1965
HONEY BE QUICK	3835961	August 17, 2010
KALEIDOCOLORS	1594819	May 8, 1990
LATTE WHIRL	3835962	August 17, 2010
LIPSLICKS	3285628	August 28, 2007
LIQUICOLOR PERMANENTE	3923747	February 22, 2011
LOVING CARE	707290	November 15, 1960
LUMINIZE	1046630	August 24, 1976
LUMINIZE	1572758	December 26, 1989
METALEX (Stylized)	367614	May 23, 1939
MISS CLAIROL	555310	February 26, 1952
MISS CLAIROL	1356159	August 27, 1985
MOONGOLD	812765	August 9, 1966
MOONHAZE	837702	October 24, 1967
MOONLIT BROWN	944835	October 10, 1972
NATURAL INSTINCTS	1982870	June 25, 1996
NATURAL INSTINCTS (& Leaf Device 12 bw)	4518505	April 22, 2014
NATURAL INSTINCTS CREMA KERATINA (& Leaf device 14 bw)	4809840	September 8, 2015
NATURAL INSTINCTS VIBRANT (& Device 10 bw)	4049897	November 1, 2011
NICEN EASY	805737	March 15, 1966
NICEN EASY (Twisting Ribbon Device 09 bw)	3819552	July 13, 2010
ONCE A WEEK COLOR TREAT	3326067	October 30, 2007
PERFECT 10	3522549	October 21, 2008
PERFECT LIGHTS	4009893	August 9, 2011
PRO4PLEX	4321856	April 16, 2013
PRO4PLEX (& Curl Device 12 bw)	4321871	April 16, 2013
PURE WHITE	1526356	February 28, 1989
RED GINGER	810660	June 28, 1966
RED OAK	1036537	March 30, 1976
RESULTS TODAY. BEAUTIFUL ALWAYS.	4800813	August 25, 2015
SABLE BROWN	945345	October 17, 1972
SECOND NATURE	1231598	March 22, 1983
SHIMMER LIGHTS	1201718	July 20, 1982
SHINE HAPPY	3124945	August 1, 2006
SILENT SNOW	791544	June 22, 1965
SOY 4PLEX	3929113	March 8, 2011
SOY 4PLEX (& Device 09 bw)	3929114	March 8, 2011
SPRING HONEY	944838	October 10, 1972
SUMMER BLONDE	1394593	May 27, 1986
SUNLIT BROWN	944209	October 3, 1972
SUNSET BROWN	1325320	March 19, 1985
TEXTURES & TONES	2250232	June 1, 1999
TEXTURES & TONES (& Device 04 bw)	3158268	October 17, 2006
THE COLOR THAT CHANGES EVERYTHING	3577341	February 17, 2009
TOPAZ	608511	July 5, 1955
TORRIDS	1421657	December 23, 1986
TRIPLE SHINE HYDRIENCE CONDITIONING COMPLEX	3781884	April 27, 2010
ULTRA BLUE	853890	July 30, 1968
WEEK 2 COLORFRESH!	4039130	October 11, 2011
WINSOME WHEAT	791545	June 22, 1965
WINTER WHEAT	945913	October 24, 1972
YOUR RIGHT COLOR	3819487	July 13, 2010

TRADEMARK

REEL: 005935 FRAME: 0455

<u>Trademark</u>	<u>U.S. Serial No.</u>	<u>U.S. Filing Date</u>
Advanced O2 Technology (Stylized & Bubble Device)	86495135	January 5, 2015
CLAIROL STERLING 3D	86879043	January 19, 2016
CLAIROL. YOUR COLOR EXPERT	86467762	December 1, 2014
COLOR AS REAL AS YOU ARE	86806449	November 2, 2015
EssenSYNC	86271568	May 5, 2014
FLARE ME	86943877	March 17, 2016
StyleCALM	86713966	August 4, 2015

**WHEREAS**, Noxell Corporation, a Maryland corporation, having its principal place of business at 11050 York Road, Hunt Valley, Maryland 21030-2098 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark; and

**WHEREAS**, Assignor and Assignee are desirous of making this Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration pursuant to the Asset Sale and Purchase Agreement entered into by the Parties the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademark, together with the goodwill of the business symbolized by the Trademark.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonable deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned, all without further compensation to Assignor.

THE PROCTER & GAMBLE COMPANY

Tara M. Rosnell  
Signature

Tara M. Rosnell  
Name

Assistant Secretary  
Title

September 6, 2016  
Date