

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM413842

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Receiving Party previously recorded on Reel 005947 Frame 0676. Assignor(s) hereby confirms the Assignment.

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wella GmbH		09/01/2016	Corporation: GERMANY

## RECEIVING PARTY DATA

<b>Name:</b>	HFC Prestige International Holding Switzerland Sàrl
<b>Street Address:</b>	Chemin Louis-Hubert 1-3
<b>City:</b>	Petit-Lancy
<b>State/Country:</b>	SWITZERLAND
<b>Postal Code:</b>	1213
<b>Entity Type:</b>	Sàrl: SWITZERLAND

## PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Registration Number:	4111980	BLONDOR
Registration Number:	1355059	CLIMAZON
Registration Number:	4906058	COLOR IGNITE TECHNOLOGY
Registration Number:	2226375	COLOR TOUCH
Registration Number:	0651000	COLOR.TOUCH
Registration Number:	4878421	COLORTANGO
Serial Number:	85969340	COMMITTED BEYOND BEAUTY
Registration Number:	4436954	CREMEFUSE TECHNOLOGY
Serial Number:	86742337	DESIGN IT
Serial Number:	86742363	DRAMATIZE IT
Serial Number:	86742357	FIBER UP
Serial Number:	86742315	FRIZZ DOWN
Registration Number:	4436955	GELFUSE TECHNOLOGY
Registration Number:	4206372	GLOBAL ELITE
Registration Number:	4602076	HAIRDRESSERS AT HEART
Registration Number:	4101239	IN:DENSE
Registration Number:	1541152	KADUS
Registration Number:	0832607	KADUS

CH \$890.00 4111980

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2257308	KADUS SELECTA
Registration Number:	2272817	KOLESTON PERFECT
Serial Number:	87029588	LIGHT2COLOR
Registration Number:	4115278	LIQUIFUSE TECHNOLOGY
Registration Number:	3505699	MAGMA
Registration Number:	4748699	MICROLIGHT CRYSTAL COMPLEX
Registration Number:	4906059	MOISTURE EMBRACE TECHNOLOGY
Registration Number:	4875743	POWERPIGMENTS
Registration Number:	4470893	SALON SAVVY
Serial Number:	86474788	SENSOLOGY
Serial Number:	86742352	SHIELD IT
Serial Number:	86742360	SPARK UP
Serial Number:	86742354	SWAP IT
Serial Number:	86900424	TRISPECTRA FORMULA
Registration Number:	4394048	WELLA PROFESSIONALS
Registration Number:	3444101	WELONDA
Registration Number:	2715618	XPERT

**CORRESPONDENCE DATA**

Fax Number: 3126586569

*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.*

Phone: 3126586568

Email: amehta@ulmer.com

Correspondent Name: Anisha A. Mehta

Address Line 1: 500 W. Madison St.

Address Line 2: Suite 3600

Address Line 4: Chicago, ILLINOIS 60661

<b>NAME OF SUBMITTER:</b>	Anisha A. Mehta
<b>SIGNATURE:</b>	/amehta/
<b>DATE SIGNED:</b>	01/27/2017

**Total Attachments: 6**  
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<b>TRADEMARK ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

<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>
Wella GmbH		09/01/2016	Corporation: GERMANY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HFC Prestige International Holding Switzerland Sari		
<b>Street Address:</b>	Chemin Louis-Hubert 1-3		
<b>City:</b>	Petit Lancy		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	1213		
<b>Entity Type:</b>	Corporation: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 35</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4111980	BLONDOR	
<b>Registration Number:</b>	1355059	CLIMAZON	
<b>Registration Number:</b>	4906058	COLOR IGNITE TECHNOLOGY	
<b>Registration Number:</b>	2226375	COLOR TOUCH	
<b>Registration Number:</b>	0651000	COLOR TOUCH	
<b>Registration Number:</b>	4878421	COLORTANGO	
<b>Serial Number:</b>	85969340	COMMITTED BEYOND BEAUTY	
<b>Registration Number:</b>	4436954	CREMEFUSE TECHNOLOGY	
<b>Serial Number:</b>	86742337	DESIGN IT	
<b>Serial Number:</b>	86742363	DRAMATIZE IT	
<b>Serial Number:</b>	86742357	FIBER UP	
<b>Serial Number:</b>	86742315	FRIZZ DOWN	
<b>Registration Number:</b>	4436955	GELFUSE TECHNOLOGY	
<b>Registration Number:</b>	4206372	GLOBAL ELITE	

TRADEMARK

REEL: 005977 FRAME: 0342

<b>Registration Number:</b>	4602076	HAIRDRESSERS AT HEART
<b>Registration Number:</b>	4101239	IN:DENSE
<b>Registration Number:</b>	1541152	KADUS
<b>Registration Number:</b>	0832607	KADUS
<b>Registration Number:</b>	2257308	KADUS SELECTA
<b>Registration Number:</b>	2272817	KOLESTON PERFECT
<b>Serial Number:</b>	87029588	LIGHT2COLOR
<b>Registration Number:</b>	4115278	LIQUIFUSE TECHNOLOGY
<b>Registration Number:</b>	3505699	MAGMA
<b>Registration Number:</b>	4748699	MICROLIGHT CRYSTAL COMPLEX
<b>Registration Number:</b>	4906059	MOISTURE EMBRACE TECHNOLOGY
<b>Registration Number:</b>	4875743	POWERPIGMENTS
<b>Registration Number:</b>	4470893	SALON SAVVY
<b>Serial Number:</b>	86474788	SENSOLOGY
<b>Serial Number:</b>	86742352	SHIELD IT
<b>Serial Number:</b>	86742360	SPARK UP
<b>Serial Number:</b>	86742354	SWAP IT
<b>Serial Number:</b>	86900424	TRISPECTRA FORMULA
<b>Registration Number:</b>	4394048	WELLA PROFESSIONALS
<b>Registration Number:</b>	3444101	WELONDA
<b>Registration Number:</b>	2715618	XPERT

**CORRESPONDENCE DATA**

**Phone:** 3126586568  
**Email:** amehta@ulmer.com  
*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.*  
**Correspondent Name:** Anisha A. Mehta  
**Address Line 1:** 500 W. Madison St.  
**Address Line 2:** Suite 3600  
**Address Line 4:** Chicago, ILLINOIS 60661

**DOMESTIC REPRESENTATIVE**

**Name:**  
**Address Line 1:**  
**Address Line 2:**  
**Address Line 3:**  
**Address Line 4:**

**NAME OF SUBMITTER:** Anisha A. Mehta

**Signature:** /amehta/

**TRADEMARK****REEL: 005977 FRAME: 0343**

<b>Date:</b>	12/14/2016
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**Total Attachments: 3**

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**RECEIPT INFORMATION**

<b>ETAS ID:</b>	TM408876
<b>Receipt Date:</b>	12/14/2016
<b>Fee Amount:</b>	\$890

**TRADEMARK****REEL 005977 FRAME 0344**



**ASSIGNMENT OF UNITED STATES TRADEMARKS  
REGISTRATIONS AND APPLICATIONS**

WHEREAS, Wella GmbH, a corporation organized and existing under the laws of Germany (hereinafter called "Assignor") and having a principal place of business at Sulzbacher Straße 40, 65824 Schwalbach am Taunus, Germany, has adopted, used, is using and is the owner of the United States Trademarks, Trademark Registrations and Trademark Applications set forth in Schedule A attached hereto and made a part hereof: and

WHEREAS, HFC Prestige International Holding Switzerland Sàrl, a corporation organized and existing under the laws of Switzerland (hereinafter called "Assignee") having a principal place of business at chemin Louis-Hubert 1-3, 1213 Petit-Lancy, Switzerland, is desirous of acquiring all rights Assignor has or may have in said Trademarks and the Applications or Registrations thereof;

NOW THEREFORE, in consideration of and in exchange for the sum of \$ 100.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer and set over unto Assignee all rights, titles and interest in and to the Trademarks and registrations and/or applications listed in Schedule A together with the goodwill of the business symbolized by the marks and the listed registrations and/or applications, including without limiting the generality of the foregoing, the right of priority to file corresponding applications in any and all countries; the trademarks to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and Assignees as fully and entirely as they would have been held and enjoyed by Assignor had such Assignment not been made.

Assignor hereby authorizes and requests that duly authorized officials of the United States Patent and Trademark Office take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of any United States Trademark Registrations on Schedule A to Assignee, its successors and Assigns; and Assignor further agrees to do all things necessary to effectuate such sale, assignment and transfer in respect to each such trademark.

See "Schedule"

Signed, sealed and delivered by

**ASSIGNOR(S)**  
Wella GmbH

**ASSIGNEE(S)**  
HFC Prestige International Holding  
Switzerland Sàrl

*Grab*  
Name: Brigitte Grab  
Title: Authorized Signatory

*[Signature]*  
Name: Daniel Bundy  
Title: Attorney in Fact

Dated this September 1, 2016

*September 1st 2016*  
Name:  
Title:

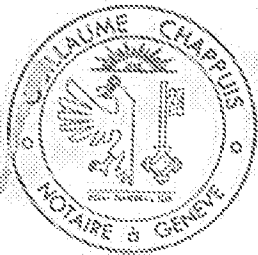
Dated this



Schedule

Trademark Name	Registration No.	Registration Date	Class(es)
BLONDOR	4111980	13-Mar-2012	3
CLIMAZON	1355059	20-Aug-1985	9
COLOR IGNITE TECHNOLOGY	4906058	23-Feb-2016	3
COLOR TOUCH	2226375	23-Feb-1999	3
COLOR TOUCH	651000	27-Aug-1957	3
COLORTANGO	4878421	29-Dec-2015	3
COMMITTED BEYOND BEAUTY (& Device 13 colour)	85989340	Pending	41
CREMEFUSE TECHNOLOGY	4436954	19-Nov-2013	3
DESIGN IT	86742337	Pending	3
DRAMATIZE IT	86742363	Pending	3
ELASTIC ENERGY	not filed yet	not filed yet	3
FIBER UP	86742357	Pending	3
FRIZZ DOWN	86742315	Pending	3
GELFUSE TECHNOLOGY	4436955	19-Nov-2013	3
GLOBAL ELITE	4206372	11-Sep-2012	35
HAIRDRESSERS AT HEART	4602076	9-Sep-2014	35, 36, 41
IN:DENSE	4101239	21-Feb-2012	3, 44
KADUS	1541152	30-May-1969	3
KADUS	832607	25-Jul-1967	9, 11
KADUS SELECTA	2257308	29-Jun-1999	3
KOLESTON PERFECT	2272817	24-Aug-1999	3
LIGHT2COLOR	87029588	Pending	3
LIQUIFUSE TECHNOLOGY	4115278	20-Apr-2012	3
MAGMA	3505699	23-Sep-2008	3
MICROLIGHT CRYSTAL COMPLEX	4748699	2-Jun-2015	3
MOISTURE EMBRACE TECHNOLOGY	4906059	23-Feb-2016	3
POWERPIGMENTS	4875743	22-Dec-2015	3
SALON SAVVY	4470893	21-Jan-2014	41
SENSOLOGY	86474788	Pending	3
SHIELD IT	86742352	Pending	3
SPARK UP	86742360	Pending	3
SWAP IT	86742354	Pending	3
TRISPECTRA FORMULA (& Triangle Device 07 bw)	86900424	Pending	3
WELLA PROFESSIONALS (& Woman's Head Device 08 bw)	4394048	27-Aug-2013	3, 41, 44
WELONDA	3444101	10-Jun-2008	20
XPERT	2715818	13-May-2003	8

Seen by the undersigned, Mr Guillaume Chappuis, a duly authorized Notary Public in Geneva, for legalization exclusively on the reverse side of the signature of Mr Daniel Bundy, who has individual signature authority for the affairs of HFC Prestige International Holding Switzerland Sarl, Lancy. The undersigned Notary assumes no responsibility as to the content of the present document. Geneva, this 15<sup>th</sup> day of September 2016.

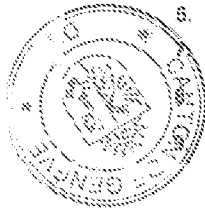


**APOSTILLE**

(Convention de La Haye du 5 octobre 1961)

1. Pays : Suisse  
Le présent acte public
2. a été signé par Me Guillaume CHAPPUIS ...
3. agissant en qualité de notaire ...
4. est revêtu du sceau/timbre de notaire ...

Attesté



5. à Genève
6. le 15 SEP. 2016
- République et Canton de Genève
- sous N° 001037
- Sceau/timbre :
10. Signature :