

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM425940

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Industrias Wet Line S.A. de C.V.		07/14/2015	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	Henkel AG & Co. KGaA		
Street Address:	Henkelstrasse 67		
City:	Duesseldorf		
State/Country:	GERMANY		
Postal Code:	40589		
Entity Type:	Partnership Limited By Shares: GERMANY		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4717124	WET LINE XTREME PROFESSIONAL X	
Registration Number:	3432752	WET LINE XTREME X	
Registration Number:	3432751	X WET LINE XTREME	
Registration Number:	3438444		
Registration Number:	3464971		
CORRESPONDENCE DATA			
Fax Number:	4807546387		
<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>			
Phone:	4807546446		
Email:	trademarks@henkel.com		
Correspondent Name:	Eric Westerberg		
Address Line 1:	7201 E. Henkel Way		
Address Line 2:	MS 01.45		
Address Line 4:	Scottsdale, ARIZONA 85255		
ATTORNEY DOCKET NUMBER:	ag - wetline assignment		
DOMESTIC REPRESENTATIVE			
Name:	Eric Westerberg, Esq. - Henkel Corp.		
Address Line 1:	7201 E. Henkel Way		

CH \$140.00 4717124

Address Line 2:	MS 01.45
Address Line 4:	Scottsdale, ARIZONA 85255
NAME OF SUBMITTER:	Eric Westerberg, Esq.
SIGNATURE:	//EEWESTERBERG//
DATE SIGNED:	05/02/2017
Total Attachments: 2 source=wetline - henkel ag - 071514#page1.tif source=wetline - henkel ag - 071514#page2.tif	

CESIÓN DE MARCA

La presente cesión de marca es celebrada entre Industrias Wet Line, S.A. de C.V., una sociedad organizada según las leyes de México, con domicilio en Avenida El Tigre # 2140, Colonia El Tigre, Zapopan, Jalisco, México C.P. 45203 (en adelante el "Cedente"), y HenkelAG & Co. KGaA, una sociedad limitada por acciones organizada bajo las leyes de Alemania, con domicilio en Henkelstrasse 67, Düsseldorf, República Federal de Alemania D-40589 (en adelante el "Cesionario").

CONSIDERANDO QUE, simultáneamente, el Cedente vende ciertos activos a favor del Cesionario conforme al Acuerdo de Compraventa de Marca, de fecha 15 de Julio de 2014 (El "Acuerdo de Compraventa de Marca"); y


CONSIDERANDO QUE, dichos activos vendidos incluyen, sin limitación alguna, ciertas solicitudes y registros de marcas de los Estados Unidos de América, propiedad del Cedente, e identificadas en el Anexo A del presente documento (en su conjunto, las "Marcas"); y

Considerando que, el Cesionario desea adquirir en su totalidad el derecho, título e interés de dichas Marcas.

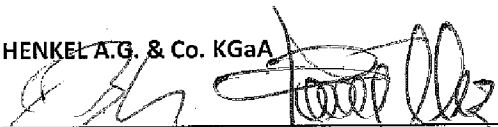
AHORA, POR LO TANTO, por la cantidad de \$1.00 US, la cual se reconoce como recibida y liquidada, el Cedente, a partir de la fecha establecida posteriormente, vende, cede y transfiere a favor del Cesionario así como a sus sucesores, y cede en su totalidad el derecho, título e interés de las Marcas, así como la plusvalía que simbolizan dichas Marcas, las solicitudes y registros y por lo tanto, dichas marcas serán utilizadas por el Cesionario, sus sucesores y cesionarios, de la manera en que hubiesen sido utilizadas y/o disfrutadas por el Cedente si no se hubiese llevado a cabo el presente acuerdo.

EN FE DE LO CUAL, El Cedente y El Cesionario firman la presente Cesión de Marca este 14 de Julio del 2015.

INDUSTRIAS WET LINE S.A. de C.V.


Nombre: Luis Miguel Barros Deza.
Título: Administrador General Único y Apoderado

HENKEL A.G. & Co. KGaA


Nombre: Nancy Muñoz Bahena y Xenia Barth.
Título: Apoderadas.

TRADEMARK ASSIGNMENT

This Trademark Assignment is by and between Industrias Wet Line S.A. de C.V., a corporation organized under the laws of Mexico with an address at Avenida El Tigre # 2140, Colonia El Tigre, Zapopan, Jalisco, Mexico C.P. 45203 (hereinafter "Assignor"), and Henkel AG & Co. KGaA, a partnership limited by shares organized under the laws of Germany, with an address at Henkelstrasse 67, Düsseldorf, Federal Republic of Germany D-40589 (hereinafter "Assignee").

WHEREAS, concurrently herewith, Assignor is selling certain assets to Assignee pursuant to the Trademark Purchase Agreement, dated 15th of July, 2014, (the "Trademark Purchase Agreement"); and


WHEREAS, those assets sold include, without limitation, certain U.S. trademark applications and registrations owned by Assignor and identified in Schedule A hereto (collectively, the "Trademarks"); and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to said Trademarks.

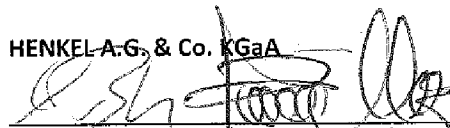
NOW, THEREFORE, in consideration of \$1.00 US, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the Effective Date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the goodwill symbolized by said Trademarks and the applications and registrations therefore, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have signed this Trademark Assignment as of this 14 day of July, 2015.



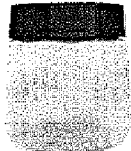


INDUSTRIAS WET LINE S.A. de C.V.


Name: Luis Miguel Barros Deza.
Title: Sole General Administrator and Attorney

HENKEL A.G. & Co. KGaA


Name: Nancy Muñoz Bahena and Xenia Barth.
Title: Attorney

Schedule A – U.S. Trademark Applications and Registrations

Trademark	Status	Class/Goods	Owner
<p>WET LINE XTREME PROFESSIONAL X</p> <p>Disclaimer: "LINE" AND "PROFESSIONAL"</p>	<p>RN: 4717124</p> <p>Registered: April 7, 2015</p>	<p>(Int'l Class: 03) hair gel, hair shampoo and conditioner</p>	<p>INDUSTRIAS WET LINE, S.A. DE C.V. (MEXICO CORP.) AV. EL TIGRE NO. 2140, COL. EL TIGRE ZAPOPAN, JALISCO, Mexico</p>
<p>WET LINE XTREME X</p> <p>Disclaimer: "LINE"</p>	<p>RN: 3432752</p> <p>Registered: May 20, 2008</p> <p>§ 8 & 15 June 11, 2014</p>	<p>(Int'l Class: 03) hair gel [and hair shampoo]</p>	<p>INDUSTRIAS WET LINE S.A. DE C.V. (MEXICO CORP.) FRANCISCO I MADERO 40 GUADALAJARA, Mexico</p>
<p>X (Stylized)</p> 	<p>RN: 3753371</p> <p>Registered: February 23, 2010</p>	<p>(Int'l Class: 03) hair styling gel, hair lotions</p>	<p>INDUSTRIAS WET LINE, S.A. DE C.V. (MEXICO CORP.) AGUA BLANCO INDUSTRIAL FRANCISCO I. MADERO #40 ZAPOPAN, JALISCO, Mexico</p>
<p>X WET LINE XTREME and Design</p>  <p>Disclaimer: "LINE"</p>	<p>RN: 3432751</p> <p>Registered: May 20, 2008</p> <p>§ 8 & 15 June 11, 2014</p>	<p>(Int'l Class: 03) hair gel [and hair shampoo]</p>	<p>INDUSTRIAS WET LINE S.A. DE C.V. (MEXICO CORP.) FRANCISCO I MADERO 40 GUADALAJARA, Mexico</p>
<p>Design only</p> 	<p>SN: 86032498</p> <p>Pending</p> <p>Notice of Allowance Issued November 18, 2014</p>	<p>(Int'l Class: 03) hair gel, hair shampoo and conditioner</p>	<p>INDUSTRIAS WET LINE, S.A. DE C.V. (MEXICO CORP.) AV. EL TIGRE NO. 2140, COL. EL TIGRE ZAPOPAN, JALISCO, Mexico</p>
<p>Design only</p> 	<p>RN: 3438444</p> <p>Supplemental Register</p> <p>§ 8 Accepted October 3, 2014</p>	<p>(Int'l Class: 03) styling gel for hair</p>	<p>INDUSTRIAS WET LINE S.A. DE C.V. (MEXICO CORP.) FRANCISCO I MADERO 40 GUADALAJARA, Mexico</p>
<p>Design only</p> 	<p>RN: 3464971</p> <p>Registered: July 15, 2008</p> <p>§ 8 & 15 August 29, 2014</p>	<p>(Int'l Class: 03) styling gel for hair</p>	<p>INDUSTRIAS WET LINE S.A. DE C.V. (MEXICO CORP.) FRANCISCO I MADERO 40 GUADALAJARA, Mexico</p>

[Handwritten signatures and initials]