

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448295

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| AGF88 HOLDING SRL | | 10/03/2017 | SOCIETÀ A RESPONSABILITÀ LIMITATA: ITALY |
| RECEIVING PARTY DATA | | | |
| Name: | PETTENON COSMETICS S.p.A. | | |
| Street Address: | Via del Palù 7/D | | |
| City: | SAN MARTINO DI LUPARI (PD) | | |
| State/Country: | ITALY | | |
| Postal Code: | I-35018 | | |
| Entity Type: | Società Per Azioni (Spa): ITALY | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5196075 | COLOREGO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7132234873 | | |
| <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: | 713-224-8080 | | |
| Email: | mail@egbertlawoffices.com | | |
| Correspondent Name: | John S. Egbert | | |
| Address Line 1: | 1001 Texas Ave., Ste. 1250 | | |
| Address Line 4: | Houston, TEXAS 77002 | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | John S. Egbert | | |
| Address Line 1: | 1001 Texas Ave., Ste. 1250 | | |
| Address Line 4: | Houston, TEXAS 77002 | | |
| NAME OF SUBMITTER: | Kevin S. Wilson | | |
| SIGNATURE: | /1855-120/ | | |
| DATE SIGNED: | 10/23/2017 | | |
| Total Attachments: 2 | | | |

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment"), dated as of the 3rd day of October, 2017, is made by and between AGF88 Holding SRL (the "Assignor"), and Petteyon Cosmetics S.p.A. (the "Assignee").

WHEREAS, Assignor is the owner of certain rights, title and interest in and to the trademark COLOR EGO including, but not limited to, U.S. Trademark Registration 5,196,075 for COLOR EGO (and design), as well as any and all common law rights and goodwill associated with these word and design trademarks (collectively, the "Mark");

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to assign, transfer, convey and deliver to Assignee any and all rights Assignor owns in the Mark, together with any common law, statutory or other rights therein and any goodwill of the business associated with the use of, or symbolized by the Mark in accordance with the terms and conditions set forth herein.

NOW THEREFORE, for good and valuable consideration in the amount of twenty-thousand euros (€20,000.00) and consideration otherwise contained herein, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, do hereby agree as follows:

1. Conveyance and Acceptance. Effective as of date hereof, Assignor irrevocably, without reservation, sells, assigns, transfers, conveys and delivers to Assignee (and to Assignee's successors and assigns) and Assignee has accepted any and all of Assignor's rights, title and interest in and to the Mark worldwide, including all common law, statutory and other rights therein and any and all trademark registrations and trademark registration applications relating to the Mark, together with all rights to any and all proceeds, benefits, privileges, causes of action, and remedies relating to the Mark, all rights to bring an action, whether at law or in equity, for infringement, dilution, misappropriation, misuse or other violation of the Mark against any third party, all rights to recover damages, profits and injunctive relief for all past, present or future infringement, dilution, misappropriation, misuse, or other violation of the Mark, and any and all goodwill of the business associated with the use of, or symbolized by, the Mark.

2. Recordation. Assignor and Assignee recognize that Assignee shall have the right, but shall have no obligation, to record this Assignment with any governmental entity.

3. Further Acts. Without additional consideration, Assignor and any affiliates, subsidiaries, directors, employees, successors or assigns shall duly execute and deliver, or cause to be duly executed and delivered, such further instruments and do and cause to be done such further acts and things, including the filing of such assignments, agreements, documents and instruments as may be necessary or as Assignee may reasonably request in order to fulfill the purposes and intent of this Assignment.



IN WITNESS WHEREOF, each of the parties have caused this Assignment to be duly executed and delivered as of the day and year first above written.

ASSIGNOR:

AGF88 HOLDING SRL

By: 

Name: Mr. FEDERICO FEGOLINI

Title: Chairman of the Board of Directors

Date: 03/10/2017

ASSIGNEE:

PETTENON COSMETICS S.P.A.

By: 

Name: Mr. FEDERICO FEGOLINI

Title: Chief Executive Officer

Date: 03/10/2017