

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM448824

<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>
Fromm International, Inc.		10/17/2017	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hollywood Beauty Imports, Inc		
<b>Street Address:</b>	10800 NW 103rd Street, #5		
<b>City:</b>	Miami		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33178		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3452498	PERFECT RESULTS	
<b>Registration Number:</b>	2908071	PERFECT RESULTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	801254942		
<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>			
<b>Phone:</b>	801.495.4104		
<b>Email:</b>	dokipearson@gmail.com		
<b>Correspondent Name:</b>	Pearson Butler		
<b>Address Line 1:</b>	1802 W. South Jordan Parkway, Suite 200		
<b>Address Line 4:</b>	South Jordan, UTAH 84095		
<b>NAME OF SUBMITTER:</b>	Jason P. Webb		
<b>SIGNATURE:</b>	/Jason P. Webb/		
<b>DATE SIGNED:</b>	10/27/2017		
<b>Total Attachments: 3</b>			
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TRADEMARK ASSIGNMENT

This TRADEMARK Assignment Agreement ("Agreement") is effective as of 10/16/2017 (DATE) and is entered into freely by and between **Fromm International, Inc.** ("Assignor"), an Illinois corporation; (Assignor is referred to herein as "Assignor" and "Assignors") and Hollywood Beauty Imports, Inc. ("Assignee"), a Florida corporation. The Assignors and the Assignee may be referred to collectively as the "Parties."

WHEREAS, Assignor(s) has adopted and used in commerce the trademark PERFECT RESULTS (the "Trademark") and owns the following Trademark registrations (the "Registrations"):

Attorney Case Number	Registration #	Mark	Goods
J0311e13	3452498	PERFECT RESULTS	Hair color
J0311e19	2908071	PERFECT RESULTS	Hair care products, namely shampoo, hair relaxer, conditioner, styling gel and hair spray

(collectively the "Property" and described herein). It is the Assignors' intention to sell, assign, transfer, and convey all rights, title, and entire interest in the Property described above to Assignee together with the goodwill of the business symbolized in connection with the goods described above for which the Trademark is used (collectively the "Goods"); Assignee wishes to acquire the entirety of Assignors' rights, title, and interest in the Property, and the goodwill associated therewith; and Assignors and Assignee are duly authorized and capable of entering into this assignment.


NOW, THEREFORE, the Parties agree as follows:

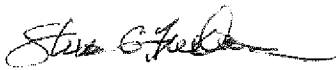
1. ASSIGNMENT. Assignor does hereby irrevocably and exclusively sell, assign, transfer, and convey to Assignee, within the Scope of this Assignment, the entire right, title, and interest in and to the Property described above and any subsequently issued registrations and renewals thereof, in and to all goodwill symbolized by and associated with the business relating to the Goods in respect upon which the Trademark is used, together with all income, royalties, and the right to recover for damages and profits and all other remedies for past, present, and future infringement based on such Trademark, and the benefit of any rights at common law that have accrued to the Assignor through the use of the Trademark or otherwise, including any and all Letters Trademark, and all rights under the International Convention for the Protection of Industrial Property as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.
2. Scope of this Assignment. The Scope of this Assignment is the world.

3. **CONSIDERATION.** In consideration for the assignment set forth in Section 1, Assignee shall pay Assignor the sum of \$1 and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged.
4. **Representations and Warranties.** Assignor represents and warrants to Assignee the following: Assignor has the full and unrestricted right, power and authority to enter into this Agreement and to sell, assign, transfer, and convey the Property to Assignee; Assignor is the exclusive and legal owner of all rights, title and interest, including all intellectual property rights, in the Property; There are no claims, pending or threatened, with respect to Assignor's rights in the Property; This Agreement is valid, binding and enforceable in accordance with its terms; Assignor is not subject to any agreement, judgment or order inconsistent with the terms of this Agreement; and Assignor shall have possession of and good and marketable title to the Trademark and/or Registrations free and clear of any mortgages, pledges, liens, encumbrances, charges, title retention arrangements or other security arrangements, or any other debts whatsoever.
5. **Necessary Acts by Assignee.** Assignee agrees to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out provisions of this Agreement.
6. **Necessary Acts by Assignor.** Assignor hereby agrees to execute any documents that legally may be required in connection with the filing, prosecution and maintenance of said Registrations or any other trademark application(s) for the described Property, including additional documents that may be required to affirm the rights of Assignee in and to said Property, all without further consideration. Assignor also agrees, without further consideration and at Assignee's expense, to identify and communicate to Assignee, at Assignee's request, documents and information concerning the Property that are within Assignor's possession or control, and to provide further assurances and testimony on behalf of Assignee that lawfully may be required of Assignor in respect to the prosecution, maintenance and defense of any trademark application or trademark encompassed within the terms of this Agreement.
7. **Authorization.** Assignor hereby authorizes and requests the Commissioner of Trademarks and Trademarks to issue any and all Letters Trademark referred to above to Assignee, as the Assignee of the entire right, title and interest in and to the same, for Assignee's sole use; and for the use of Assignee's legal representatives and successors, to the full end of the term for which such Letters Trademark may be granted, as fully and entirely as the same would have been held by Assignor had this assignment not been made. Where this document is signed after the filing of an application associated with the Property, Assignor and Assignee each agree to permit the law firm filing this assignment document to write in the application number(s) and/or filing date(s) associated with the Property after the signing of this Trademark Assignment.
8. **Attorney's Fees.** Should either party hereto, or any heir, personal representative, successor or assign of either party hereto, resort to litigation to enforce this Assignment, the party prevailing in such litigation shall be entitled, in addition to such other relief as may be granted, to recover its or their reasonable attorneys' fees and costs in such litigation from the party against whom enforcement was sought.

9. Amendment. This Agreement may be amended only by a writing signed by both parties.
10. Severability. Should any term, provision, covenant or condition of this Agreement, or application thereof to any person, place or circumstance, be held by a court of competent jurisdiction to be invalid, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect.
11. Governing Law. This Agreement shall be construed in accordance with, and all actions arising hereunder shall be governed by, the laws of the State of Utah. The Parties to this Agreement agree to the personal jurisdiction of the State of Utah.
12. This Agreement may be executed in counterparts, with all counterparts together constituting one and the same instrument. This Agreement may also be delivered by facsimile copy and such facsimile copy shall be deemed to be an original copy. The recitals set forth above constitute an integral part of this Agreement and are incorporated herein by this reference with the same force and effect as if set forth herein as agreements of the parties. This Agreement constitutes the entire and only agreement between the parties hereto relative to the subject matter hereof and supersedes and cancels all previous agreements, negotiations, commitments and writings relative to the subject matter hereof entered into between the parties.

Executed and Agreed to by:

Assignor	Company Authority	Signature	Date Signed
KEVIN M. JOHNSON	Partner		10/17/2017

Assignee Printed Name	Company Authority	Signature	Date Signed
STEVEN O. FRANKLIN	VICE PRESIDENT		10/17/2017