

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM450346

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Richard Anderson		06/21/2017	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Perfekt Beauty Holdings, LLC		
Street Address:	5673 Selmarine Drive		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90230		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4031796	SMART COLOR TECHNOLOGY	
CORRESPONDENCE DATA			
Fax Number:	9197814865		
<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:	(919)781-4000		
Email:	kmoore@wyrick.com		
Correspondent Name:	DEVON E. WHITE		
Address Line 1:	4101 Lake Boone Trail, Suite 300		
Address Line 4:	Raleigh, NORTH CAROLINA 27607		
NAME OF SUBMITTER:	DEVON E. WHITE		
SIGNATURE:	/dew/		
DATE SIGNED:	11/09/2017		
Total Attachments: 3			
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OP \$40.00 4031796

**ASSIGNMENT OF TRADEMARKS AND ACCOMPANYING APPLICATIONS,
REGISTRATIONS AND GOODWILL**

June 21, 2017

Effective as of the date set forth above (the “**Effective Date**”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Richard Anderson**, an individual with an address of 717 N. Cahuenga Blvd., Studio B2, Hollywood, California (“**Assignor**”), does hereby sell, assign, transfer and set over to **Perfekt Beauty Holdings, LLC** with an address of 5673 Selmaraine Drive, Culver City, California, a Delaware limited liability company (“**Assignee**”) all of Assignor’s worldwide rights, title and interest in and to the trademarks listed on **Exhibit A** attached hereto (collectively, the “**Marks**”) and the applications and registrations therefor, any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor’s right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademarks and Accompanying Applications, Registrations and Goodwill as of the date first set forth above.

ASSIGNOR:

RICHARD ANDERSON

By: Richard Anderson
Name: Richard Anderson
Title: President

ASSIGNEE:

PERFECT BEAUTY HOLDINGS, LLC

By: [Signature]
Name: Marissa Rascon
Title: Marketing Manager

Assignment of Trademarks, Service Marks and Accompanying Applications, Registrations and Goodwill
- Signature Page -

EXHIBIT A

Mark (Country)	Serial No.	Reg. No.	Reg. Date
SMART COLOR TECHNOLOGY	76701116	4031796	September 27, 2011