

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM451593

<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>
Ecoco, Inc.		11/11/2017	Corporation: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Talyoni, LLC		
<b>Street Address:</b>	1830 N. Lamon Street		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60639		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4744513	EL PATRÓN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128762020		
<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>	312-876-1800		
<b>Email:</b>	lbowen@woodphillips.com		
<b>Correspondent Name:</b>	WOOD, PHILLIPS, KATZ, CLARK & MORTIMER		
<b>Address Line 1:</b>	500 W. Madison Street		
<b>Address Line 2:</b>	Suite 1130		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661-2562		
<b>ATTORNEY DOCKET NUMBER:</b>	01491Z99995		
<b>NAME OF SUBMITTER:</b>	John S. Mortimer		
<b>SIGNATURE:</b>	/John S. Mortimer/		
<b>DATE SIGNED:</b>	11/20/2017		
<b>Total Attachments: 1</b>			
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## ASSIGNMENT OF TRADEMARK

This trademark assignment is made as of the 11<sup>th</sup> day of November, 2017, between ECOCO, INC., an Illinois corporation, having a principal place of business at 1830 N. Lamon Street, Chicago, Illinois 60639 ("Assignor"), and TALYONI, LLC, having a principal place of business at 1830 N. Lamon Street, Chicago, Illinois 60639 ("Assignee").

WHEREAS, Assignor is the registered owner of U.S. Registration No. 4,744,513, for the mark EL PATRÓN, for "hair care preparations and non-medicated skin care preparations", in International Class 3, dated May 26, 2015 ("the EL PATRÓN registration", copy attached);

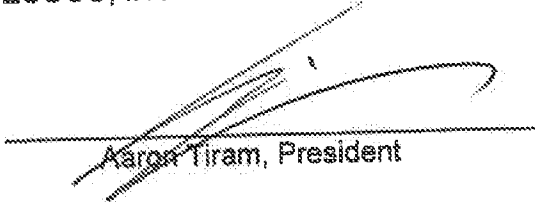
WHEREAS, Assignee wishes to acquire all of Assignor's rights in the EL PATRÓN trademark, including the EL PATRÓN registration;

WHEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers, and assigns to Assignee all of Assignor's right, title, and interest of whatever kind in the EL PATRÓN trademark, including the EL PATRÓN registration, together with the goodwill of the business related to the products and services with which the EL PATRÓN trademark is used and for which it is registered.

IN WITNESS WHEREOF, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ECOCO, INC.

By:

  
Aaron Tiram, President