

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM453507

<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>
Element Financial Corporation		07/21/2016	Corporation: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Glam Partners, LLC		
<b>Street Address:</b>	7801 Hayvenhurst Ave.		
<b>City:</b>	Van Nuys		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91406		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85558698	LUXHAIR	
<b>Serial Number:</b>	86385910	LUXHAIR	
<b>Serial Number:</b>	85505799	KERALON	
<b>Serial Number:</b>	85558646	HOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8185745689		
<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>	8182075134		
<b>Email:</b>	dschnider@nolanheimann.com		
<b>Correspondent Name:</b>	David Schnider		
<b>Address Line 1:</b>	16133 Ventura Blvd., Ste. 820		
<b>Address Line 4:</b>	Encino, CALIFORNIA 91436		
<b>NAME OF SUBMITTER:</b>	David Schnider		
<b>SIGNATURE:</b>	/David Schnider/		
<b>DATE SIGNED:</b>	12/06/2017		
<b>Total Attachments: 2</b>			
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# WORLDWIDE ASSIGNMENT TO GLAM PARTNERS, LLC


## TRADEMARK ASSIGNMENT

WHEREAS, Element Financial Corporation, an Ontario Canada corporation, ("Element") entered into an Asset Purchase Agreement with Glam Partners, LLC., a Delaware limited liability company ("Glam") on May 4, 2016 (the "APA"). The Intellectual Property assigned under the APA included patents, trademarks, service marks, websites, and the rights to photographs, videos, sales materials, other media and internet domain name registrations associated with Inventory acquired by Element pursuant to the Settlement Agreement and set forth on Schedule 1.23. Attached hereto, as Exhibit A, is a list of the referenced trademarks of Schedule 1.23, and sold under the APA to Glam (the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Element, except as provided in the APA which all rights are expressly reserved, does hereby assign unto Glam all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the registrations thereof, the same to be held and enjoyed by Glam 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 or enjoyed by Assignor if this assignment had not been made, together with all claims of past infringement of the Trademarks, 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. Nothing herein may be considered a representation or warranty as to Assignor's ownership or rights of such Trademarks. Notwithstanding anything to the contrary, Element retains all rights which are necessary in order for Element to sell the Sally Beauty Inventory and the TC Inventory, as defined in the APA, to third parties.

IN WITNESS WHEREOF, this Trademark Assignment is executed this 21<sup>st</sup> day of July, 2016.

### ELEMENT FINANCIAL CORPORATION

By:   
Name: Jim Nikopoulos  
Title: Senior Vice President, General Counsel  
& Corporate Secretary

# WORLDWIDE ASSIGNMENT TO GLAM PARTNERS, LLC

## EXHIBIT A

<b>Trademark</b>	<b>Country</b>	<b>Application No.</b>	<b>Filing Date</b>
LUXHAIR	United States	78782263	12/29/2005
LUXHAIR	United States	85558698	03/02/2012
KERALON	United States	85505799	12/29/2011
LUXHAIR	United States	86385910	09/04/2014
LUXHAIR	United States	85759124	10/19/2012
LUXHAIR NOW	United States	85763927	10/25/2012
LUXHAIR WOW	United States	85763952	10/25/2012
PIN POINT CROWN	United States	86637053	05/20/2015
LUXHAIR COMFORT CAP	United States	86637065	05/20/2015
LUXHAIR DIMENSIONAL COLORS	United States	86637070	05/20/2015
TOP-HEAD	United States	85706938	08/17/2012