

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM454832

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
It's a 10, Inc.		11/22/2017	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	It's a New 10, LLC		
Street Address:	2800 Gateway Drive #103		
City:	Pompano Beach		
State/Country:	FLORIDA		
Postal Code:	30069		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87276802	MIRACLE DEFRIZZING CURL CREAM	
Serial Number:	87277750	MIRACLE DEFRIZZING CLEANSING CONDITIONER	
Serial Number:	87277759	MIRACLE DEFRIZZING MASK	
Registration Number:	5245766	MIRACLE DEFRIZZING GEL	
Registration Number:	5142985	HE'S A 10	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	mbiggerstaff@tkiplaw.com		
Correspondent Name:	Merry L. Biggerstaff		
Address Line 1:	11 Decatur Street, Apt. 2		
Address Line 4:	Brooklyn, NEW YORK 11216		
NAME OF SUBMITTER:	Merry L. Biggerstaff		
SIGNATURE:	/Merry L. Biggerstaff/		
DATE SIGNED:	12/16/2017		
Total Attachments: 2			
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OP \$140.00 87276802

ASSIGNMENT OF TRADEMARKS

THIS AGREEMENT is entered into this 22 day of November, 2017 by and between, It's a 10, Inc., a Florida corporation located at 2800 Gateway Drive #103, Pompano Beach, Florida 33069 (ASSIGNOR), and It's a New 10, LLC, a Florida limited liability company located at 4613 North University Drive, Coral Springs, Florida 33067 (ASSIGNEE).

WITNESSETH:

WHEREAS, ASSIGNOR is the sole and exclusive owner of the trademark applications and registrations identified in Exhibit A (hereinafter "the Trademarks"), and further is the sole and exclusive owner of all business goodwill related therewith; and

WHEREAS, ASSIGNEE desires to acquire all right, title, and interest in and to the Trademarks, the business and all goodwill related therewith;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers unto ASSIGNEE the full and exclusive entire right, title, and interest in and to the Trademarks, the business and the goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefore (including, but not limited to, all license royalties and proceeds of infringement suits), and the right to sue for past, present and future infringements.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first identified above.

ASSIGNOR

ASSIGNEE

It's a 10, Inc.

It's a New 10, LLC

By: *Carolee Arason*

By: *Carolee Arason*

Date: 11-22-17

Date: 11-22-17

TRADEMARK

REEL: 006230 FRAME: 0724

EXHIBIT A

MIRACLE DEFRIZZING CURL CREAM - Ser. No. 87276802

MIRACLE DEFRIZZING CLEANSING CONDITIONER - Ser. No. 87277750

MIRACLE DEFRIZZING MASK - Ser. No. 87277759

MIRACLE DEFRIZZING GEL - Reg. No. 5245766

HE'S A 10 - Reg. No. 5142985