

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469084

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hair By Adir, Inc.		04/04/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Virtue Labs, LLC		
Street Address:	19 West Hargett Street, Suite 501		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27601		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85431039	UNDONE	
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:	9197834842		
Email:	ip@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:	04/09/2018		
Total Attachments: 3			
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OP \$40.00 85431039

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

April 4, 2018

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, **Hair By Adir, Inc., a California Corporation** with an address of **11349 Biona Drive, Los Angeles, California, 90066** (“**Assignor**”), does hereby sell, assign, transfer and set over to **Virtue Labs, LLC** with an address of **19 West Hargett Street, Suite 501, Raleigh, NC 27601, a Delaware Limited Liability Company** (“**Assignee**”) all of Assignor’s worldwide rights, title and interest in and to the trademark listed on **Exhibit A** attached hereto 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 Mark is used and which is symbolized by the Mark 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 Mark 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:

Hair By Adir, Inc.,

By: Adir Abergel

Name: Adir Abergel

Title: Owner

ASSIGNEE:

Virtue Labs, LLC

By: Melisse Shaban

Name: Melisse Shaban

Title: CEO

EXHIBIT A

Mark (Country)	Serial No.	Reg. No.	Reg. Date
UNDONE	85431039	4459545	December 31, 2013