

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM487444

<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>
OUIDAD LICENSING, LLC		08/23/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	POPS WISE, INC.		
<b>Street Address:</b>	1200 Northeast 2nd Street		
<b>City:</b>	Fort Lauderdale		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33301		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5209393	CURLS FOR A CURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124464900		
<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>Email:</b>	susan.zablocki@kirkland.com		
<b>Correspondent Name:</b>	Susan Zablocki		
<b>Address Line 1:</b>	Kirkland & Ellis LLP		
<b>Address Line 2:</b>	601 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	17832-6		
<b>NAME OF SUBMITTER:</b>	Susan Zablocki		
<b>SIGNATURE:</b>	/susan zablocki/		
<b>DATE SIGNED:</b>	08/24/2018		
<b>Total Attachments: 3</b>			
source=20180824135312142#page1.tif			
source=20180824135312142#page2.tif			
source=20180824135312142#page3.tif			

CH \$40.00 5209393

**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of August ~~23~~<sup>25</sup>, 2018 ("Effective Date") by and between Ouidad Licensing, LLC, a Delaware Limited Liability Company, with its principal office at 30th Floor, 475 Park Avenue South, New York, NY 10016 ("Assignor"), and Pops Wise, Inc., a Florida corporation, with its principal office at 1200 Northeast 2<sup>nd</sup> Street, Fort Lauderdale, FL 33301 ("Assignee").

**WHEREAS**, Assignor and Assignee are parties to that certain Restrictive Covenants Agreement dated August 10, 2018 (the "Agreement");

**WHEREAS**, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registration set forth on Schedule A attached hereto, together with the goodwill of the business associated therewith (the "Mark"); and

**WHEREAS**, Assignee is a successor to that part of Assignor's business to which the Mark pertains, and that business is ongoing and existing.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Mark, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's 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, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Mark.

\* \* \* \* \*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

**ASSIGNOR**

QUIDAD LICENSING, LLC

Name: *DeeDee Sparks*

Title: *CTO Secretary*

**ASSIGNEE**

POPS WISE, INC

Name: *[Signature]* *8-23-2018*

Title: *President*

*[Signature]*  
*8/23/2018*  
*at/s*

SCHEDULE A

U.S. TRADEMARK REGISTRATION

Trademark	Jurisdiction	Application Number	Registration Number	Filing Date	Registration Date	Status
CURLS FOR A CURE	U.S. Federal	87222905	5209393	Nov. 01, 2016	May 23, 2017	Registered

  
8/23/2018