

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM507519

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Exceon ABS, Inc.		01/21/2019	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	HauteHouse, LLC		
Street Address:	1201 West Peachtree Street #2710		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30309		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4254736	ICON	
Registration Number:	3143077	ORGANIN	
Registration Number:	5661784	SALON STYLE. SIMPLIFIED.	
Registration Number:	3146375	SEDU	
Registration Number:	4887918	SEDU	
Registration Number:	3107865	SEDU	
Registration Number:	3504985	SOLIA	
Registration Number:	4418505	SOLIA	
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>			
Phone:	4048156140		
Email:	miskowitz@ktslaw.com		
Correspondent Name:	Mark Iskowitz, Kilpatrick Townsend		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
NAME OF SUBMITTER:	Mark Iskowitz, Kilpatrick Townsend		
SIGNATURE:	/mji/		

OP \$215.00 4254736

DATE SIGNED:	01/28/2019
Total Attachments: 2 source=Exceon to HauteHouse assignment#page1.tif source=Exceon to HauteHouse assignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is between the **Exceon ABS, Inc.**, a New Jersey corporation with a principal place of business located at 90 Stults Road, Dayton, New Jersey 08810, USA (hereinafter "Assignor"), and **HauteHouse.LLC**, a Florida limited liability company, having its place of business at 1201 W. Peachtree St., #2710, Atlanta, Georgia 30309, USA (hereinafter "Assignee");

WHEREAS, the Assignor is the owner in the United States of the registrations listed in Appendix A and any associated common law rights in the underlying marks (collectively referenced as the "Marks"); and

WHEREAS, the Assignor wishes to assign the Marks to the Assignee, and the Assignee wishes to acquire all of Assignor's rights in and to the Marks and the goodwill associated therewith;

WHEREAS, the Assignor and Assignee desire to execute this Trademark Assignment for purposes of recordation with the United States Patent and Trademark Office.

NOW THEREFORE, in consideration of the sum of ten U.S. dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee all rights, title, and interest in and to the Marks together with the goodwill of the business associated with the Marks, including all rights of action and remedies for past infringements thereof.

This Assignment is effective as of the date on which it has been signed by both parties. It may be executed in any number of counterparts, all of which taken together shall constitute one and the same assignment. A copy of this signed Agreement shall be deemed to be an original.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives as of the dates set forth below.

ASSIGNOR
Exceon ABS, Inc.




Name: Victoria Levine

Title: CEO

Date: 1/21/19

ASSIGNEE
HauteHouse.LLC



Name: Charles Kline

Title: CEO

Date: 1/28/19

Appendix AMarks

Jurisdiction	Mark	Reg. No. Reg. Date	Classes
USA	ICON	4254736 Dec. 4, 2012	9, 11
USA	ORGANIN	3143077 Sep. 12, 2006	3
USA	SALON STYLE. SIMPLIFIED.	5661784 Jan. 22, 2019	9, 11
USA	SEDU	3146375 Sep. 19, 2006	9
USA	SEDU	4887918 Jan. 19, 2016	3
USA	SEDU	3107865 Jun. 20, 2006	11
USA	SOLIA	3504985 Sep. 23, 2008	9
USA	SOLIA	4418505 Oct. 15, 2013	11

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