

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM514447

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L'Oreal USA Creative, Inc.		03/15/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SalonCentric, Inc.		
Street Address:	10 Hudson Yards		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3800448	SALONCENTRIC	
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:	2129844177		
Email:	lisa.gigliotti@loreal.com		
Correspondent Name:	Lisa M. Gigliotti		
Address Line 1:	10 Hudson Yards		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Lisa M. Gigliotti		
SIGNATURE:	/Lisa M. Gigliotti/		
DATE SIGNED:	03/15/2019		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made, effective as of March 15, 2019, by L'Oréal USA Creative, Inc., a Delaware corporation with an address of 10 Hudson Yards, New York, New York 10001 ("Assignor"), in favor of SalonCentric, Inc., a Nevada corporation with an address of 10 Hudson Yards, New York, New York 10001 ("Assignee").

WHEREAS, Assignor is the exclusive owner of the SALONCENTRIC trademark, all common law rights and all goodwill associated therewith, and the following United States trademark registrations in Class 35 for wholesale stores featuring beauty supplies and hair care and styling products and wholesale distributorship services in the field of beauty supplies and hair care and styling products (collectively, the "Trademark");

Mark:	U.S. Trademark Registration Number:
SALONCENTRIC	3815116
SALONCENTRIC and design	3800448


WHEREAS, Assignee is desirous of acquiring all rights to the Trademark, associated goodwill, and corresponding registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer of Trademarks. Assignor hereby transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Trademark, all U.S. common law rights therein, all goodwill associated with, corresponding to, symbolized by and embodied in the Trademark, and the U.S. Trademark Registrations noted above, together with the right to recover for past, present and future infringements pertaining to the use thereof.
2. Recordation of Assignment. Assignor will cooperate with Assignee, as Assignee may reasonably request, to assist Assignee in recording this Assignment in the United States Patent and Trademark Office.
3. Binding Effect. This assignment shall be binding upon Assignor, its successors and assigns, and shall inure to the benefit of Assignee, its nominees, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of the date first above written.

L'ORÉAL USA CREATIVE, INC.

By: 
 Name: Lisa M. Gigliotti
 Title: Vice President