

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM514779

<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>
Darrell & Bonnie Co. Inc.		01/23/2019	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PRL USA Holdings, Inc.		
<b>Street Address:</b>	625 Madison Ave.		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4736711	MAVERICK FOR HIM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Phone:</b>	2129844177		
<b>Email:</b>	lisa.gigliotti@loreal.com		
<b>Correspondent Name:</b>	Lisa M. Gigliotti		
<b>Address Line 1:</b>	10 Hudson Yards		
<b>Address Line 4:</b>	New York, NEW YORK 10001		
<b>NAME OF SUBMITTER:</b>	Lisa M. Gigliotti		
<b>SIGNATURE:</b>	/Lisa M. Gigliotti/		
<b>DATE SIGNED:</b>	03/18/2019		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment, made and effective as of the 23th day of January, 2019, is from Darrell & Bonnie Co. Inc., a Texas corporation, with an address at P.O. Box 435, Valley View, Texas 76272 ("Darrell & Bonnie"), to PRL USA Holdings, Inc. a Delaware corporation, with an address at 625 Madison Avenue, New York, New York 10022 ("Assignee").

WHEREAS, Darrell & Bonnie represents that it is the sole and exclusive owner of all rights, title and interest in and to the trademark MAVERICK FOR HIM for cologne; perfume, including all common law rights therein, and the goodwill associated therewith, and is the exclusive owner of United States Trademark Registration No. 4,736,711 for said mark (the "Mark"); and

WHEREAS, Assignee is desirous of acquiring from Darrell & Bonnie, and Darrell & Bonnie wishes to assign to Assignee, all of Darrell & Bonnie's rights, title and interest in and to the Mark, and the goodwill of the business symbolized thereby, all common law rights therein, and United States Trademark Registration No. 4,736,711.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Darrell & Bonnie, the parties intending to be legally bound, agree as follows:

1. The WHEREAS clauses set forth above are incorporated and made substantive provisions of this Trademark Assignment.
2. Darrell & Bonnie hereby assigns absolutely and irrevocably to Assignee, and its successors and assigns, all of its rights, title and interest in and to the Mark, including all common law rights therein, the goodwill of the business symbolized by said Mark, United States Trademark Registration No. 4,736,711, and the right to commence an action and recover for past, present, and future infringements of the Mark.
3. Darrell & Bonnie represents and warrants that:
  - (a) No claim has been asserted against it that use of the Mark does or may violate the rights of any third party and there are no claims that the Mark infringes the trademark rights of others in the United States;
  - (b) Neither Darrell & Bonnie nor any company or person with which it is affiliated has encumbered the Mark or made the Mark the subject of any liens, charges or encumbrances, other than the assignment created by this Trademark Assignment;
  - (c) Darrell & Bonnie has the unqualified right to make this assignment; and
  - (d) Darrell & Bonnie waive all present and future claims against Assignee, its current and future parent companies, subsidiaries, affiliates, licensees, indemnitees, agents, successors and assigns regarding ownership and/or use of the Mark.

*Signature Page Follows*

DARRELL & BONNIE CO. INC.

By: *Bonnie Odneal / Darrell Odneal*  
Name: *Bonnie Odneal & Darrell Odneal*  
Title: *President & V. President*

STATE OF TEXAS )

COUNTY OF ) SS.

*February 12*

On ~~January~~ *February 12*, 2019, before me, the undersigned notary public in and for said state, personally appeared *Bonnie Odneal & Darrell Odneal*, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is identified above and who executed the above Trademark Assignment and acknowledged to me that he signed the same.

WITNESS my hand and official seal.

Signature

*Sara Marin* (Seal)

