

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM515818

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>SEQUENCE:</b>	2

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Henkel US Operations Corporation		01/01/2019	Corporation: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Henkel Corporation
<b>Street Address:</b>	One Henkel Way
<b>Internal Address:</b>	Legal Dept - Trademarks
<b>City:</b>	Rocky Hill
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06067
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	2963184	PRAVANA
Serial Number:	88010787	PRAVANA
Registration Number:	3053762	CHROMASILK
Registration Number:	3240520	SUPER SHAPE
Registration Number:	4109344	NEVO
Registration Number:	4191854	KERAGLAZE
Registration Number:	4347480	KERAGLAZE SHINE
Registration Number:	4369317	KERAGLAZE STRENGTH
Registration Number:	4513402	BIOJEN 9
Registration Number:	4734925	CHROMASILK VIVIDS
Registration Number:	5101707	BEAUTY PERFECTION
Registration Number:	5242166	THE PERFECT BLONDE
Registration Number:	4925399	SPARKS LONG-LASTING BRIGHT HAIR COLOR
Registration Number:	4943479	INVISIBLE CONTROL
Registration Number:	4968913	MODEL BEHAVIOR
Registration Number:	4993489	TOTAL FIXATION
Registration Number:	5473243	SILK DEGREES

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87671461	VIVIDS EVERLASTING
Serial Number:	87920325	ENCHANTED PINK
Serial Number:	87920320	CLEAR MAGIC
Serial Number:	87921291	VIOLET SPELL
Serial Number:	87920316	CHROMASILK VIVIDS
Serial Number:	87932806	PRAVANA
Serial Number:	87932822	BLONDE WAND
Serial Number:	87933497	CHROMASILK VIVIDS
Serial Number:	87933492	VIVIDS EVERLASTING
Serial Number:	88167169	HYDRA PEARL
Serial Number:	88222622	SPARKS

#### CORRESPONDENCE DATA

Fax Number: 8605715028

*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.*

Phone: 860.571.5081

Email: trademarks@henkel.com

Correspondent Name: Eric Westerberg

Address Line 1: One Henkel Way

Address Line 2: Legal Dept - Trademarks

Address Line 4: Rocky Hill, CONNECTICUT 06067

ATTORNEY DOCKET NUMBER:	1GSC - Prav - US to HC
NAME OF SUBMITTER:	Attorney-In-Fact
SIGNATURE:	/eewesterberg/
DATE SIGNED:	03/25/2019

#### Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS ("Agreement"), effective as of **January 1, 2019** (the "Effective Date") is between **Henkel US Operations Corporation** (a Delaware corporation) ("Assignor") and **Henkel Corporation** (a Delaware corporation) ("Assignee").

WHEREAS, prior to the Effective Date Assignor was the owner of all right, title and interest in and to the trademarks and trademark registrations and applications described on Schedule A (the "Trademarks") attached hereto; and

WHEREAS, pursuant to the Contribution and Assumption Agreement dated December 14, 2018 and effective January 1, 2019, the Trademarks were acquired by Assignee; and

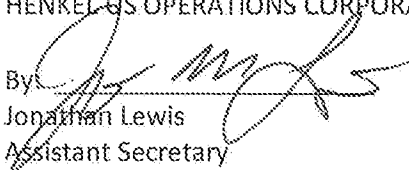
WHEREAS, the parties hereto desire to confirm the transfer of the Trademarks from Assignor to Assignee.

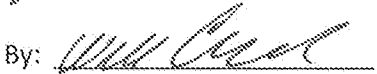
NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged:

1. Assignment. Assignor confirms that it assigned and transferred to Assignee, and Assignee confirms that it acquired from the Assignor, as of January 1, 2019, all of the Assignor's right, title and interest in and to the Trademarks, together with any goodwill symbolized by the Trademarks, including without limitation, the right to any registration thereof, the right to prosecute any application therefore, the right to have any registrations issue in the name of the Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to sue for past and future infringement and the right to the goodwill of the business symbolized thereby.
2. Further Assurances. Assignor will execute any and all additional documents that may be reasonably necessary for Assignee to perfect the transfer of rights set forth herein.
3. Binding Provisions. This Agreement is binding upon, and inures to the benefit of, the parties hereto and their respective heirs, executors, legal representatives, successors, and permitted assigns.
4. Governing Law. All questions concerning the construction, validity and interpretation of this Agreement and the performance of the obligations imposed therein shall be governed by the laws of the United States.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this confirmation of Assignment of Trademarks as of the Effective Date.

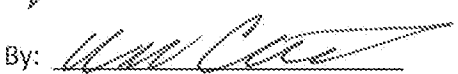
HENKEL US OPERATIONS CORPORATION

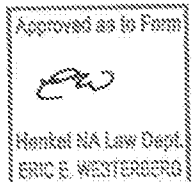
By:   
Jonathan Lewis  
Assistant Secretary

By:   
William Carmichael  
Vice President, Tax

HENKEL CORPORATION

By:   
Jonathan Lewis  
Assistant Secretary

By:   
William Carmichael  
Vice President, Tax



SCHEDULE A

Country	Trademark	Application number	Registration number
Australia	PRAVANA	1606056	1606056
Canada	PRAVANA	1223655	TMA648142
China	PRAVANA	19319661	
United States	PRAVANA	78/322945	2963184
United States	PRAVANA	88/010787	
	PRAVANA	3965225	3965225
	PRAVANA	A0078030	
Albania	PRAVANA	A0078030	
Armenia	PRAVANA	A0078030	
Australia	PRAVANA	A0078030	
Azerbaijan	PRAVANA	A0078030	
Bosnia and Herzegovina	PRAVANA	A0078030	
Belarus	PRAVANA	A0078030	
Switzerland	PRAVANA	A0078030	
Georgia	PRAVANA	A0078030	
Kyrgyzstan	PRAVANA	A0078030	
Kazakhstan	PRAVANA	A0078030	
Moldova, Republic Of	PRAVANA	A0078030	
Montenegro	PRAVANA	A0078030	
The former Yugoslav Republic of Macedonia	PRAVANA	A0078030	
Norway	PRAVANA	A0078030	
New Zealand	PRAVANA	A0078030	
Serbia	PRAVANA	A0078030	
Russian Federation	PRAVANA	A0078030	
Tajikistan	PRAVANA	A0078030	
Turkmenistan	PRAVANA	A0078030	
Ukraine	PRAVANA	A0078030	
Uzbekistan	PRAVANA	A0078030	
Canada	CHROMASILK	1228490	TMA656255

United States	CHROMASILK	78/474573	3053762
Canada	SUPER SHAPE	1239504	TMA709231
United States	SUPER SHAPE	78/579431	3240520
Australia	NEVO	1498740	1498740
Canada	NEVO	1581930	TMA883922
United States	NEVO	77/913580	4109344
United States	KERAGLAZE	85/376812	4191854
United States	KERAGLAZE SHINE	85/458323	4347480
United States	KERAGLAZE STRENGTH	85/458314	4369317
Canada	KERATIN FUSION	1516112	TMA848757
United States	BIOJEN 9	85/832042	4513402
United States	CHROMASILK VIVIDS & Design	86/404049	4734925
	CHROMASILK VIVIDS & Design		1293743
China	CHROMASILK VIVIDS & Design		1293743
European Union	CHROMASILK VIVIDS & Design		1293743
United States	BEAUTY PERFECTION & Design	86/792615	5101707
United States	THE PERFECT BLONDE & Design	86/785517	5242166
United States	SPARKS LONG LASTING HAIR COLOR & Design	86/603744	4925399
United States	INVISIBLE CONTROL	86/865093	4943479
United States	MODEL BEHAVIOR	86/865095	4968913
United States	TOTAL FIXATION	86/865083	4993489
United States	SILK DEGREES	87/439249	5473243
United States	VIVIDS EVERLASTING	87/671461	
United States	ENCHANTED PINK	87/920325	
United States	CLEAR MAGIC	87/920320	
United States	VIOLET SPELL	87/921291	
United States	CHROMASILK VIVIDS	87/920316	
United States	PRAVANA	87/932806	
United States	BLONDE WAND	87/932822	
United States	CHROMASILK VIVIDS & Design	87/933497	

United States	VIVIDS EVERLASTING & Design	87/933492	
United States	HYDRA PEARL	88/167169	
United States	SPARKS	88/222622	