

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM550179

<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>
Oribe Hair Care, LLC		09/04/2019	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KAO KABUSHIKI KAISHI		
<b>Trading As:</b>	Kao Corporation		
<b>Street Address:</b>	14-10, Nihonbashi Kayabacho 1-chome		
<b>City:</b>	Chuo-Ku, Tokyo		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	103-8210		
<b>Entity Type:</b>	Corporation: JAPAN		
<b>PROPERTY NUMBERS Total: 58</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3604060	IMPERMÉABLE	
Registration Number:	3716252	CURL BY DEFINITION	
Registration Number:	3915763	SUPERFINE	
Registration Number:	3617276	ROUGH LUXURY	
Registration Number:	3613690	VOLUMISTA	
Registration Number:	3607452	ROYAL BLOWOUT	
Registration Number:	4542450	SUPERSHINE	
Registration Number:	3958952	SOFT LACQUER	
Registration Number:	3958953	SUPERFINE STRONG	
Registration Number:	4003925	MAXIMISTA	
Registration Number:	4168617	APRÈS BEACH	
Registration Number:	4363115	FIBER GROOM	
Registration Number:	4377296	CÔTE D'AZUR	
Registration Number:	4910011	CÔTE D'AZUR	
Registration Number:	4401458	GOLD LUST	
Registration Number:	4539022	GRANDIOSE	
Registration Number:	4522964	SURFCOMBER	
Registration Number:	4657951	CURL GLOSS	
<b>TRADEMARK</b>			

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Property Type	Number	Word Mark
Registration Number:	4677663	BALM D'OR
Registration Number:	4725485	SILVER PEARL
Registration Number:	4783380	BRIGHT BLONDE
Registration Number:	4828959	RUN-THROUGH
Registration Number:	4847942	IMPERIAL BLOWOUT
Registration Number:	5340762	#ORIBEOBSESSED
Registration Number:	4953065	ESSENTIAL ANTIDOTE
Registration Number:	5055986	DAILY RITUAL
Registration Number:	5055992	GOLD ENVY
Registration Number:	5055990	BALMESSENCE
Registration Number:	5056077	LIP LUST
Registration Number:	5088130	RADIANT DROPS
Registration Number:	5056084	NIGHT CEREMONY
Registration Number:	5000185	STAR GLOW
Registration Number:	5112311	AIRSTYLE
Registration Number:	5027212	THESE ARE THE PRODUCTS OF THE HAIR-OBSES
Registration Number:	5330568	ORIBE BEAUTY
Registration Number:	5168163	SILVERATI
Registration Number:	5252286	FREE STYLER
Registration Number:	5277763	SWEPT UP
Registration Number:	5168547	JOURNEY TO MASTERY
Registration Number:	5292641	STRAIGHT AWAY
Registration Number:	5308136	FEATHERBALM
Registration Number:	5471082	SERENE SCALP
Registration Number:	5482552	FLASH FORM
Registration Number:	5650742	POWER DROPS
Registration Number:	3773489	
Registration Number:	5027331	
Registration Number:	5120154	
Registration Number:	5498127	
Registration Number:	5027237	
Registration Number:	4396294	ORIBE
Registration Number:	3252308	ORIBE
Registration Number:	3939632	ORIBE
Registration Number:	5120155	ORIBE
Registration Number:	5498128	ORIBE
Registration Number:	5027236	ORIBE
Registration Number:	5047118	ORIBE

Property Type	Number	Word Mark
Registration Number:	3836235	ORIBE
Serial Number:	87931523	TRÈS SET

**CORRESPONDENCE DATA**

**Fax Number:** 2026375910

*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:** 2026375600

**Email:** DCPTOTrademarkMail@hoganlovells.com

**Correspondent Name:** Julia Anne Matheson

**Address Line 1:** 555 13th Street, NW

**Address Line 2:** Hogan Lovells US LLP

**Address Line 4:** Washington, D.C. 20004

<b>NAME OF SUBMITTER:</b>	Julia Anne Matheson, Atty for Assignee
<b>SIGNATURE:</b>	/Julia Anne Matheson/
<b>DATE SIGNED:</b>	11/20/2019

**Total Attachments: 3**

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**ASSIGNMENT**

WHEREAS, Oribe Hair Care, LLC, a limited liability company organized and existing under the laws of NEW YORK, located at 22 Little West 12th Street, New York, New York 10014, United States of America ("Assignor"), is the owner of the trademarks listed in the attached schedule registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademarks"); and WHEREAS, KAO KABUSHIKI KAISHA (also trading as Kao Corporation), a corporation organized and existing under the laws of Japan, located at 14-10, Nihonbashi Kayabacho 1-chome, Chuo-ku, Tokyo, Japan ("Assignee"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and existing business of the Assignor. NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

**Oribe Hair Care, LLC**


By: Walter S. Wood






Name: Walter S. Wood

Title: Secretary

Date of Signature: September 4, 2019

**SCHEDULE**

TRADEMARKS	SERIAL NO.	REGISTRATION NO.
IMPERMÉABLE	77/449,351	3,604,060
Curl by Definition	77/496,159	3,716,252
SUPERFINE	77/892,986	3,915,763
ROUGH LUXURY	77/449,366	3,617,276
Volumista	77/496,107	3,613,690
Royal Blowout	77/496,119	3,607,452
Supershine	86/039,258	4,542,450
SOFT LACQUER	77/893,005	3,958,952
SUPERFINE STRONG	77/893,020	3,958,953
Maximista	85/149,958	4,003,925
Apres Beach	85/149,976	4,168,617
Fiber Groom	85/470,190	4,363,115
CÔTE D'AZUR	85/542,239	4,377,296
CÔTE D'AZUR	86/566,646	4,910,011
Gold Lust	85/687,891	4,401,458
Grandiose	85/824,870	4,539,022
Surfcomber	85/824,892	4,522,964
Curl Gloss	86/197,430	4,657,951
Balm d'Or	86/177,142	4,677,663
Silver Pearl	86/976,080	4,725,485
Bright Blonde	86/367,946	4,783,380
RUN-THROUGH	86/494,162	4,828,959
IMPERIAL BLOWOUT	86/517,743	4,847,942
#ORIBE OBSESSED	87/453,867	5,340,762
ESSENTIAL ANTIDOTE	86/678,604	4,953,065
DAILY RITUAL	86/753,142	5,055,986
GOLD ENVY	86/754,432	5,055,992
BALMESSENCE	86/754,398	5,055,990
LIP LUST	86/793,271	5,056,077
RADIANT DROPS	86/795,273	5,088,130
NIGHT CEREMONY	86/795,313	5,056,084
STAR GLOW	86/797,108	5,000,185
AIRSTYLE	86/875,415	5,112,311
THESE ARE THE PRODUCTS OF THE HAIR- OBSESSED	86/899,345	5,027,212
ORIBE BEAUTY	86/983,150	5,330,568
Silverati	86/964,772	5,168,163
FREE STYLER	87/077,431	5,252,286
SWEPT UP	87/086,472	5,277,763
JOURNEY TO MASTERY	87/130,609	5,168,547
STRAIGHT AWAY	87/155,044	5,292,641
FEATHERBALM	87/189,117	5,308,136
SERENE SCALP	87/420,699	5,471,082
FLASH FORM	87/505,490	5,482,552
POWER DROPS	87/653,417	5,650,742
Très Set	87/931,523	
	77/978,752	3773489

TRADEMARKS	SERIAL NO.	REGISTRATION NO.
	85/646,900	5027331
	86/599,641	5120154
	86/599,693	5498127
	86/918,469	5027237
ORIBE	85/894,480	4396294
ORIBE	78/521,954	3252308
ORIBE	77/915,487	3939632
ORIBE	86/599,717	5120155
ORIBE	86/599,751	5498128
ORIBE	86/918,454	5027236
ORIBE	86/979,672	5047118
 ORIBE	77/979,751	3836235

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