

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM552079

<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
TTEM, LLC		01/01/2019	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Hair Club for Men, Ltd., Inc.
<b>Street Address:</b>	1499 W. PALMETTO PARK ROAD, SUITE 111
<b>City:</b>	BOCA RATON
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33486
<b>Entity Type:</b>	Corporation: FLORIDA

## PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Serial Number:	75572151	CONCISE
Serial Number:	74554947	CYBERHAIR
Registration Number:	2544758	CYBERHAIR
Registration Number:	2256802	
Registration Number:	1378258	HAIRPLUS
Serial Number:	75055166	IHI
Serial Number:	75192319	IHI
Serial Number:	75575072	MICRO POINT LINK
Serial Number:	76429055	MICRO POINT MAXIMIZER
Serial Number:	76553651	MICRO POINT SOLUTIONS
Serial Number:	73154313	NEW MAN
Registration Number:	1140996	NEW MAN
Registration Number:	0913909	NEW MAN
Registration Number:	1179694	NEW MAN
Serial Number:	73154356	NEW MAN
Registration Number:	3941206	ONQUE
Registration Number:	2138358	PERFORMAXX
Registration Number:	3931786	PRIVATE ISSUE

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86778173	SALON LOYALTY SERVICES
<b>CORRESPONDENCE DATA</b>		
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:	3102884441	
Email:	john.eenigenburg@aderansusa.com	
Correspondent Name:	John Eenigenburg	
Address Line 1:	9100 Wilshire Boulevard, Suite 900E	
Address Line 2:	C/O Aderans America Holdings, Inc.	
Address Line 4:	Beverly Hills, CALIFORNIA 90212	
NAME OF SUBMITTER:	/John Eenigenburg/	
SIGNATURE:	/General Counsel & Corporate Secretary/	
DATE SIGNED:	12/05/2019	
<b>Total Attachments: 3</b>		
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## **Trademark Assignment**

THIS TRADEMARK ASSIGNMENT (hereinafter referred to as the "Assignment") is entered into effective as of January 1, 2019 (the "Effective Date"), by and between TTEM, LLC, a Delaware limited liability company (hereinafter referred to as "Assignor"), and Hair Club for Men, Ltd., Inc., a Florida corporation (hereinafter referred to as "Assignee"). Each of Assignor and Assignee may also be referred to herein as a "Party" and collectively as the "Parties".

### **RECITALS**

WHEREAS, Assignor is the owner of, or may have certain rights in and to, the U.S. trademark registrations identified in Exhibit A attached hereto (the "Intellectual Property"); and

WHEREAS, Assignor wishes to assign and transfer all of Assignor's right, title, and interest in, to and under the Intellectual Property, including the right to sue and recover for past infringement thereof, to Assignee, and Assignee wishes to accept the Intellectual Property.

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

### **AGREEMENT**

1. The foregoing recitals are hereby incorporated into this Assignment by this reference.
2. Assignor does hereby grant, convey, transfer, assign and deliver to Assignee, and its successors and assigns, the Assignor's entire right, title and interest in, to and under the Intellectual Property and in, to and under any and all applications based thereon, all issuances, continuations, continuations-in-part, extensions, reexaminations, renewals, continuing prosecution applications, or divisions thereof, together with the goodwill of the business connected with the use of, and symbolized by, the Intellectual Property, to be held and enjoyed by the Assignee, and its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made.
3. Assignee does hereby accept the Assignment.
4. Assignor hereby agrees that it will, at any time and from time-to-time after the Effective Date, and without further consideration, take all such further actions, and execute and deliver all such further instruments or documents, as may be reasonably requested to effectuate the purposes of this Assignment.
5. This Assignment is binding upon and is for the benefit of the Parties hereto and their respective successors and assigns and is expressly not for the benefit of any persons other than Assignee or Assignor. Neither this Assignment, nor any of the rights or duties of any Party hereto, may be transferred or assigned to any person except by a written agreement executed by each of the Parties hereto.
6. This Assignment shall be governed by and construed, interpreted and enforced in accordance with the laws of the State of Florida, without regard to the conflicts of law principles of such State.

7. No provision of this Assignment may be amended, modified, supplemented or waived except by an instrument in writing executed by the Parties hereto.

8. This Assignment may be executed in multiple identical counterparts, each of which shall be deemed an original and all of which together shall be considered one and the same instrument, and may be delivered by electronic transmission.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be duly executed as of the Effective Date.

Assignor:

HAIR CLUB FOR MEN, LTD., INC.  
Sole Member and Manager of TTEM, LLC





By:   
M. Mike Nassar  
President and COO

Assignee:

HAIR CLUB FOR MEN, LTD., INC.

By:   
M. Mike Nassar  
President and COO

**Exhibit A**  
**Intellectual Property**

Trademark	U.S. Serial No.	U.S. Registration No.
CONCISE	75572151	2418120
CYBERHAIR	76235102	2544758
	74554947	1982994
	75431086	2256802
III	75055166	2024038
III	75192319	2193062
	75575072	2371705
	76429055	2788276
MICRO POINT SOLUTIONS	76553651	2915781
NEW MAN	73154313	1114311
NEW MAN	73174340	1140996
NEW MAN	72359804	0913909
NEW MAN	73154362	1179694
NEW MAN	73154356	1107405
ONQUE	77658286	3941206
PERFORMAXX	75153835	2138358
PRIVATE ISSUE	77762067	3931786
SALON LOYALTY SERVICES	86778173	5120628