TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM552605

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
B. Creative Group, Inc.		11/16/2019	Corporation: MARYLAND

RECEIVING PARTY DATA

Name:	Kao Kabushiki Kaisha
Trading As:	Kao Corporation
Street Address:	14-10 Nihonbashi Kayabacho, 1-chome
City:	Chuo-Ku, Tokyo
State/Country:	JAPAN
Postal Code:	103-8210
Entity Type:	Corporation: JAPAN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	5209845	VARIS

CORRESPONDENCE DATA

Fax Number: 2128135901

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: 212-813-5900
Email: assignments@fzlz.com
Correspondent Name: SUSAN UPTON DOUGLASS
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
Address Line 2: 151 West 42nd Street, 17th Floor
Address Line 4: NEW YORK, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	BCGP 1501369
NAME OF SUBMITTER:	Susan Upton Douglass
SIGNATURE:	/sud/
DATE SIGNED:	12/10/2019

Total Attachments: 2
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CH $40.00 5209845

Trademark Assignment

This Trademark Assignment is made this November 16, 2019, by and between B. Creative Group, Inc., a Maryland corporation, having a business address at 1700 Union Ave., Suite A, Baltimore, Maryland 21211 (hereinafter referred to as "Assignor"); and Kao Kabushiki Kaisha (also trading as Kao Corporation), a Japanese corporation, having a business address at 1-14-10 Nihonbashi Kayabacho, Chuo-Ku, Tokyo 103-8210, Japan (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the Trademark Registrations and Applications listed in Exhibit A (hereinafter collectively referred to as the "Marks"):

WHEREAS, Assignor is desirous of assigning all right, title, and interest in and to the Marks to Assignee, and Assignee is desirous of acquiring all right, title, and interest in and to the Marks, including any and all common law rights in and to the Marks.

NOW, THEREFORE, for good and valuable consideration of $5,000 USD, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest throughout the world in and to the Marks, together with all of the goodwill of the business symbolized by said Marks and the right to recover damages, profits, and all other remedies for all past and future infringements thereof.

Signed November 16, 2019.

ASSIGNOR

B. Creative Group, Inc.

By: Kerry Skarda

Title: President

ASSIGNEE

Kao Kabushiki Kaisha

By: Walter S. Wood

Title: Attorney-in-Fact

Exhibit A

Trademark	Owner	Country	Classes	Application Number	Registration Date	Registration Number
VARIS	B. Creative Group, Inc.	EUROPEAN UNION	8, 11, 21, 26	016513111	04-13-2018	016513111
VARIS	B. Creative Group, Inc.	SWITZERLAND	8, 11, 21, 26	53958/2017	07-16-2017	704832
VARIS	B. Creative Group, Inc.	NORWAY	8, 11, 21, 26	AR193981046	09-11-2017	294893
VARIS	B. Creative Group, Inc.	SOUTH AFRICA	8	2017/08535	03-28-2017	2017/08535
VARIS	B. Creative Group, Inc.	SOUTH AFRICA	11	2017/08536	03-28-2017	2017/08536
VARIS	B. Creative Group, Inc.	SOUTH AFRICA	21	2017/08537	03-28-2017	2017/08537
VARIS	B. Creative Group, Inc.	SOUTH AFRICA	26	2017/08538	03-28-2017	2017/08538
VARIS	B. Creative Group, Inc.	UNITED STATES	8, 11, 21, 26	86566140	05-23-2017	5209845
VARIS	B. Creative Group, Inc.	CANADA	8, 11, 21, 26	1719613	04-27-2017	TMA969265
VARIS	B. Creative Group, Inc.	AUSTRALIA	8, 11, 21, 26	1895651	07-18-2018	1895651