

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567220

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oribe Hair Care, LLC		03/03/2020	Limited Liability Company: NEW YORK
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:	5137872	ORIBE	
CORRESPONDENCE DATA			
Fax Number:	2026375910		
<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:	2026375600		
Email:	DCPTOTrademarkMail@hoganlovells.com		
Correspondent Name:	Julia Anne Matheson		
Address Line 1:	555 13th Street, NW		
Address Line 4:	Washington, D.C. 20004		
ATTORNEY DOCKET NUMBER:	1B2039180616		
NAME OF SUBMITTER:	Julia Anne Matheson		
SIGNATURE:	/Julia Anne Matheson/		
DATE SIGNED:	03/16/2020		
Total Attachments: 1			
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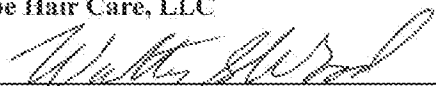
ASSIGNMENT

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: 

Name: Walter S. Wood

Title: Secretary

Date of Signature: March 3, 2020

SCHEDULE

TRADEMARKS	SERIAL NO.	REGISTRATION NO.
ORIBE	86/145,489	5137872

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