

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM570555

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TCP HRB Acquisition, LLC		04/01/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	TCP HRB IP, LLC
Street Address:	15 Riverside Avenue
City:	Westport
State/Country:	CONNECTICUT
Postal Code:	06680
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 126

Property Type	Number	Word Mark
Registration Number:	3320962	100% RESCUE
Registration Number:	3931808	ABS COMPLEX
Registration Number:	3975432	ABS COMPLEX ANTI-BREAKAGE SYSTEM ADVANCE
Registration Number:	3765457	ABSOLUTE STYLING
Registration Number:	4932848	ACTIVE BOTANICALS
Registration Number:	0658904	ALBERTO VO5
Registration Number:	3249975	ALBERTO VO5
Registration Number:	3252296	ALBERTO VO5
Registration Number:	4324878	BEACHY MEGA WAVES
Registration Number:	5886551	BRRRRR!
Registration Number:	4121172	CASHMERE CURLS
Registration Number:	4521950	CLIMASHIELD
Registration Number:	0834134	COAST
Registration Number:	1007242	COAST
Registration Number:	3101105	COLOR NOURISH
Registration Number:	3373546	CONDITIONING SILK
Registration Number:	5201336	DEOPURE
Registration Number:	5068143	EMERALD BURST

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5209355	EXTREME SPORT
Registration Number:	3109381	FOR STYLES THAT DEFY GRAVITY
Registration Number:	2451916	FREE ME FREESIA
Registration Number:	5004288	FRUITBOOST
Registration Number:	5886552	FZZZZ!
Registration Number:	3120082	GIGA. HOLD
Registration Number:	2809154	GIGA.HOLD
Registration Number:	1386450	GOLDEN SUN
Registration Number:	1386509	GOLDEN SUN
Registration Number:	3917719	GROWWORKS
Registration Number:	3951551	GROWWORKS
Registration Number:	3917720	GROWWORKS STOP THE BREAKAGE LOVE THE GROW
Registration Number:	5138165	HEROIC
Registration Number:	1440977	HIGH BEAMS
Registration Number:	3109379	HIGH BEAMS
Registration Number:	4846934	HYDRO REPAIR
Registration Number:	3791155	I-MIX
Registration Number:	4306446	INFINITEASED
Registration Number:	4362991	INVISIBLE DRY SPRAY SHAMPOO
Registration Number:	2754744	KIWI & LIME SQUEEZE
Registration Number:	4521948	L.A. LOOKS
Registration Number:	3211480	L.A. LOOKS ABSOLUTE STYLING
Registration Number:	1640149	LA BELLA
Registration Number:	3210950	LA L.A. LOOKS
Registration Number:	2418727	LINIMENTO OBRERO
Registration Number:	3164909	M PROFESSIONAL
Registration Number:	3959887	MONKEY BRAINS
Registration Number:	4010508	MONKEY BRAINS CRAZY STICKY
Registration Number:	4068413	MONKEY BRAINS GONE BANANAS
Registration Number:	4075058	MONKEY BRAINS GOOP OUT
Registration Number:	4010507	MONKEY BRAINS PSYCHO STICKY
Registration Number:	3995259	MONKEY BRAINS SUPER SOFTY
Registration Number:	3995261	MONKEY BRAINS SUPER STICKY
Registration Number:	3995262	MONKEY BRAINS TWISTED STICKY
Registration Number:	5587621	MOODBOOST
Registration Number:	3941589	NUTRA CURL
Registration Number:	3238183	PACIFIC FORCE
Registration Number:	4479061	PLAY IT BIG

Property Type	Number	Word Mark
Registration Number:	3982190	POLISH PERFECT
Registration Number:	3790985	POWER SPIKES
Registration Number:	1678229	RAVE
Registration Number:	4239588	S·G
Registration Number:	4554290	S G SALON GRAFIX HEALTH HAIR NUTRITION
Registration Number:	1767851	SALON GRAFIX
Registration Number:	4554289	SALON GRAFIX HEALTHY HAIR NUTRITION
Registration Number:	5892078	SALON TESTED. NYC APPROVED.
Registration Number:	5711254	SGX NYC
Registration Number:	2447071	SHEER HAIR DRESSING
Registration Number:	2155482	SHOWER WORKS
Registration Number:	3326214	SILKY EXPERIENCES
Registration Number:	5881156	SO WHIPPED
Registration Number:	4991718	SOFT & DRI DRIGEL
Registration Number:	1812676	STAT ONE
Registration Number:	3917721	STOP THE BREAKAGE · LOVE THE GROWTH
Registration Number:	3912231	STOP THE BREAKAGE LOVE THE GROWTH
Registration Number:	2166449	STRAIGHT OUT
Registration Number:	2171293	STRAIGHT OUT
Registration Number:	5881154	THE BODYGUARD
Registration Number:	2658434	THE EYE OPENER!
Registration Number:	5881155	THE PIECE-MAKER
Registration Number:	2432453	THICKER FULLER HAIR
Registration Number:	3849582	THICKER FULLER HAIR
Registration Number:	1173010	DIO-MID
Registration Number:	2367329	THICKER FULLER HAIR
Registration Number:	2670748	
Registration Number:	2452017	TOTAL HAIR RECOVERY
Registration Number:	3801009	TOUCHABLE POWER
Registration Number:	4309527	VA-VA VOLUME
Registration Number:	0822537	VO5
Registration Number:	1449193	VO5
Registration Number:	4401025	VO5 SALON SERIES
Registration Number:	5257624	VO5 SOLUTIONS
Registration Number:	0770080	WHITE RAIN
Registration Number:	1428955	WHITE RAIN
Registration Number:	1771001	WHITE RAIN
Registration Number:	2913140	WHITE RAIN

Property Type	Number	Word Mark
Registration Number:	4257771	WHITE RAIN
Registration Number:	0551925	WHITE RAIN
Registration Number:	4800448	WHITE RAIN KIDS
Registration Number:	4717667	WHITE RAIN KIDS
Registration Number:	4514910	WHITE RAIN SENSATIONS
Registration Number:	1765195	WHITEWATER FRESH
Registration Number:	4676173	ZERO FRIZZ THE SCIENCE OF SMOOTH
Registration Number:	1817322	ZERO-FRIZZ
Registration Number:	0586227	ZEST
Registration Number:	2813144	ZEST
Registration Number:	2943108	ZEST
Registration Number:	4471377	ZEST FOR MEN
Registration Number:	4522271	ZESTFULLY CLEAN
Serial Number:	88650039	(UN)KNOTTED
Serial Number:	87749516	88 FRANKLIN STREET
Serial Number:	88650027	BLAZE
Serial Number:	88050503	CLEAN SLATE
Serial Number:	87749510	EXTRAORDINARY EARTH
Serial Number:	88650019	HAIR IQ
Serial Number:	88050508	HAPPY PLACE
Serial Number:	88048817	MMM!
Serial Number:	88650031	OVERNIGHT SENSATION
Serial Number:	87758400	REJUVENATING ROOT
Serial Number:	88650049	SCALP SOS
Serial Number:	88148700	SCALP TO STRAND CARE FOR THICKER FULLER
Serial Number:	88148706	SCALP TO STRAND CARE FOR THIN AND THINNI
Serial Number:	88421456	SGX NYC UNDER CONTROL
Serial Number:	88045067	SPLISH!
Serial Number:	88050486	THE DO-IT-ALL
Serial Number:	88147940	THICKER FULLER HAIR
Serial Number:	88045053	TSSSS!
Serial Number:	88650000	ZEST RESET

CORRESPONDENCE DATA

Fax Number: 5132416234

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: 5132412324

Email: tremaklus@whe-law.com

Correspondent Name: Theodore R. Remaklus
Address Line 1: 441 Vine Street
Address Line 2: 2700 Carew Tower
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER: HRB-1-122

NAME OF SUBMITTER: Theodore R. Remaklus

SIGNATURE: /theodore r remaklus/

DATE SIGNED: 04/06/2020

Total Attachments: 7

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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (the "Assignment") is made and entered into effective April 1, 2020 by and between TCP HRB Acquisition, LLC, a Delaware limited liability company having an address of 15 Riverside Avenue, Westport, Connecticut 06880 ("Assignor"), and TCP HRB IP, LLC, a Delaware limited liability company having an address of 15 Riverside Avenue, Westport, Connecticut 06880 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth in Exhibit A hereto and the goodwill associated therewith (hereinafter referred to as the "Marks"), the patents set forth in Exhibit B hereto (hereinafter referred to as the "Patents") and copyrights set forth in Exhibit C hereto (hereinafter referred to as the "Copyrights"); and

WHEREAS, Assignee desires to acquire the rights Assignor has in and to said Marks and the goodwill associated with said Marks and the applications/registrations thereof, the Patents

NOW, THEREFORE, for UNITED STATES \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree that:

1. Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee hereby accepts, all right, title and interest of Assignor in, to and under the Marks, any registrations and applications for registration thereof, and the goodwill of the business connected and/or associated with the use thereof and symbolized thereby, and all rights, interests, claims and demands recoverable in law or equity, that Assignor has or may have in profits and damages for past, present and future infringements of the Marks, including, without limitation, the right to compromise, sue for and collect such profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

2. Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Patents and any and all inventions described and/or claimed therein and any and all patents and like rights of exclusion (including extensions thereof) of any country which may be granted on or for said inventions or on any counterpart, divisional, continuing, reissue, re-examination, extension, provisional or other patent application based on and/or claiming priority to any of said Patents, the same to be

held and enjoyed by the Assignee for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, together with all causes of action (in law or equity), claims, demands and any other rights for, or arising from an past, present or future infringement of the Patents, along with the right to sue for and collect any damages for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives.

3. Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, the Copyrights, and the registrations and applications therefor, together with the works of authorship, author performer, moral and neighboring rights, together with all translations, adaptations, derivations and combinations thereof, advertising copy and other marketing materials, drawings, graphics, documentation, databases, and recordings, all renewals, reissues and extensions of the foregoing, all rights to request, apply for, file and register the foregoing, and all defenses relating to or arising from any of the foregoing, and all rights of action arising from the foregoing, to be held and enjoyed by Assignee for its own use and benefit and for its successors, legal representatives and assigns as the same would have been held as fully and entirely by Assignors had this assignment not been made

4. Assignor hereby agrees to execute and deliver to Assignee such additional instruments, documents, conveyances or assurances and take such other action as shall be necessary or otherwise reasonably requested by Assignee to confirm and assure the transactions contemplated hereby, to vest in Assignee the beneficial and record title to the Marks and Patents, and to put Assignee in actual possession and operating control of such Marks and Patents.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment effective as of the date first written above.

ASSIGNOR:

TCP HRB ACQUISITION, LLC

Dated: 04-03-2020

By: 

Name: W.M. Sweedler

Its: PRESIDENT & CEO

ASSIGNEE:

TCP HRB IP, LLC

Dated: 04-03-2020

By: 

Name: Kelly Mangoldorf-Dentz

Its: CEO/COO

EXHIBIT A

Trademark	App./Reg. Number	Reg. Date
(UN)KNOTTED	88650039	
88 FRANKLIN STREET	87749516	
ACTIVE BOTANICALS	4932848	4/5/2016
ACTIVE BOTANICALS	4932848	4/5/2016
ALBERTO VO5	658904	2/25/1958
ALBERTO VO5 & design	3249975	6/5/2007
ALBERTO VO5 & design	3252296	6/12/2007
BLAZE	88650027	
BRRRRR!	5886551	10/15/2019
CLEAN SLATE	88050503	
CLIMASHIELD	4521950	4/29/2014
COAST	834134	8/22/1967
COAST	1007242	3/25/1975
COLOR NOURISH	3101105	6/6/2006
DEOPURE	5201336	5/9/2017
EMERALD BURST	5068143	10/25/2016
EXTRAORDINARY EARTH	87749510	
EXTREME SPORT	5209355	5/23/2017
FREE ME FREESIA	2451916	5/15/2001
FRUITBOOST	5004288	7/19/2016
FZZZZ!	5886552	10/15/2019
HAIR IQ	88650019	
HAPPY PLACE	88050508	
HEROIC	5138165	2/7/2017
HYDRO REPAIR	4846934	11/3/2015
KIWI & LIME SQUEEZE	2754744	8/26/2003
MMM!	88048817	
MOODBOOST	5587621	10/16/2018
OVERNIGHT SENSATION	88650031	
PACIFIC FORCE	3238183	5/1/2007
RAVE	1678229	3/10/1992
REJUVENATING ROOT	87758400	
SALON TESTED. NYC APPROVED.	5892078	10/22/2019
SCALP SOS	88650049	
SGX NYC	5711254	3/26/2019
SGX NYC UNDER CONTROL	88421456	
SHOWER WORKS	2155482	5/5/1998
SILKY EXPERIENCES	3326214	10/30/2007
SO WHIPPED	5881156	10/8/2019

SPLISH!	88045067	
THE BODYGUARD	5881154	10/8/2019
THE DO-IT-ALL	88/050,486	
THE EYE OPENER!	2658434	12/10/2002
THE PIECE-MAKER	5881155	10/8/2019
TOTAL HAIR RECOVERY	2452017	5/15/2001
TSSSS!	88045053	
VO5	822537	1/17/1967
VO5	1449193	7/28/1987
VO5 SALON SERIES	4401025	9/10/2013
VO5 SOLUTIONS	5257624	8/1/2017
WHITE RAIN	770080	5/19/1964
WHITE RAIN	1428955	2/17/1987
WHITE RAIN	1771001	5/18/1993
WHITE RAIN	2913140	12/21/2004
WHITE RAIN	4257771	12/11/2012
WHITE RAIN	0,551,925	12/11/1951
WHITE RAIN KIDS & design	4800448	8/25/2015
WHITE RAIN KIDS (block Letters)	4717667	4/7/2015
WHITE RAIN SENSATIONS	4514910	4/15/2014
WITTEWATER FRESH	1765195	4/13/1993
ZEST	586227	3/2/1954
ZEST	2813144	2/10/2004
ZEST & design	2943108	4/19/2005
ZEST FOR MEN	4471377	1/21/2014
ZEST RESET	88650000	
ZESTFULLY CLEAN	4522271	4/29/2014
100% RESCUE	3320962	10/23/2007
ABS COMPLEX	3931808	3/15/2011
ABS COMPLEX ANTI-BREAKAGE SYSTEM ADVANCED SCIENCE & NATURAL INGREDIENTS TO STOP HAIR BREAKAGE	3975432	6/7/2011
ABSOLUTE STYLING	3765457	3/23/2010
BEACHY MEGA WAVES	4324878	4/23/2013
CASHMERE CURLS	4121172	4/3/2012
CONDITIONING SILK	3373546	1/22/2008
GOLDEN SUN	1386450	3/18/1986
GOLDEN SUN	1386509	3/18/1986
GroWorks	3917719	2/8/2011
GROWORKS (DESIGN MARK)	3951551	4/26/2011

GroWorks Stop The Breakage Love the Growth & Design	3917720	2/8/2011
L.A. LOOKS	4521948	4/29/2014
L.A. LOOKS ABSOLUTE STYLING	3211480	2/20/2007
LA BELLA	1640149	4/9/1991
LA L.A. LOOKS & Design	3210950	2/20/2007
LA LOOKS	337622	5/26/1992
LINIMENTO OBRERO	2418727	1/9/2001
MONKEY BRAINS	3959887	5/10/2011
MONKEY BRAINS CRAZY STICKY	4010508	8/9/2011
MONKEY BRAINS GONE BANANAS	4068413	12/6/2011
MONKEY BRAINS GOOP OUT	4075058	12/20/2011
MONKEY BRAINS PSYCHO STICKY	4010507	8/9/2011
MONKEY BRAINS SUPER SOFTY	3995259	7/12/2011
MONKEY BRAINS SUPER STICKY	3995261	7/12/2011
MONKEY BRAINS TWISTED STICKY	3995262	7/12/2011
NUTRA CURL	3941589	4/5/2011
POLISH PERFECT	3982190	6/21/2011
POWER SPIKES	3790985	5/18/2010
SCALP TO STRAND CARE FOR THIN AND THINNING HAIR	88148706	
SCALP TO STRAND CARE FOR THICKER FULLER HAIR	88148700	
SOFT & DRI DRIGEL	4991718	7/6/2016
STOP THE BREAKAGE LOVE THE GROWTH	3917721	2/8/2011
STOP THE BREAKAGE, LOVE THE GROWTH	3912231	1/25/2011
STRAIGHT OUT	2166449	6/16/1998
STRAIGHT OUT (Stylized)	2171293	7/7/1998
THICKER FULLER HAIR	2432453	3/6/2001
THICKER FULLER HAIR	3849582	9/21/2010
THICKER FULLER HAIR	1173010	4/17/2013
THICKER FULLER HAIR & Design	2367329	7/18/2000

THICKER FULLER HAIR & Design (B/W)	88147940	
Thicker Fuller Hair (logo)	2670748	1/7/2003
TOUCHABLE POWER	3801009	6/8/2010
VA-VA VOLUME	4309527	3/26/2013
ZERO FRIZZ THE SCIENCE OF SMOOTH	4676173	1/20/2015
ZERO-FRIZZ	1817322	1/18/1994
FOR STYLES THAT DEFY GRAVITY	3109381	6/27/2006
GIGA HOLD	3120082	7/25/2006
GIGA.HOLD	2809154	1/27/2004
HIGH BEAMS	1440977	6/2/1987
HIGH BEAMS	3109379	6/27/2006
I-MIX	3791155	5/18/2010
INFINITEASED	4306446	3/19/2003
INVISIBLE DRY SPRAY SHAMPOO	4362991	7/9/2013
M PROFESSIONAL	3164909	10/31/2006
PLAY IT BIG	4479061	2/4/2014
S.G	4239588	11/13/2012
S.G. SALON GRAFIX HEALTHY HAIR NUTRITION	4554290	6/24/2014
SALON GRAFIX	1767851	4/27/1993
SALON GRAFIX HEALTHY HAIR NUTRITION	4554289	6/24/2014
SHEER HAIR DRESSING	2447071	4/24/2001
STAT ONE	1812676	12/21/1993