

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621819

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CCA INDUSTRIES, INC.		01/22/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	M&T BANK		
Street Address:	One M&T Plaza		
City:	Buffalo		
State/Country:	NEW YORK		
Postal Code:	14203		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 24			
Property Type	Number	Word Mark	
Serial Number:	88079683	DIAMOND BRIGHT POLISH	
Registration Number:	5372871	5 MINUTE SPEED WHITENING	
Registration Number:	2514369	PAIN BUST R ULTRA	
Registration Number:	2111841	PAIN BUST R II	
Registration Number:	5654408	BIKINI ZONE	
Registration Number:	3601522	BIKINI ZONE	
Registration Number:	2121231	BIKINI ZONE	
Registration Number:	3191253	BULLET-PROOF STRENGTH	
Registration Number:	5341401	CORE CARE AMERICA	
Registration Number:	1509767	HAIR OFF	
Registration Number:	5167088	LOBE MIRACLE	
Registration Number:	2528184	ONE STEP	
Registration Number:	2606654	PLUS WHITE	
Registration Number:	1678046	PLUS WHITE	
Registration Number:	3259579	PLUS WHITE XTRA	
Registration Number:	3614948	SCAR ZONE	
Registration Number:	2738363	SCAR ZONE	
Registration Number:	4913767	SOLAR SENSE	
Registration Number:	3184546	SPEED WHITENING	

OP \$615.00 88079683

Property Type	Number	Word Mark
Registration Number:	4283250	STAINGUARD
Registration Number:	2776597	SUDDEN CHANGE
Registration Number:	1652847	SUDDEN CHANGE
Registration Number:	3088589	SUNSET CAFE
Registration Number:	1545998	WASH 'N CURL

CORRESPONDENCE DATA

Fax Number: 2156357212

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: 2156357200

Email: scourtney@fsalaw.com

Correspondent Name: JILL E. SCHUMAN, ESQUIRE

Address Line 1: 101 GREENWOOD AVENUE

Address Line 2: FIFTH FLOOR

Address Line 4: JENKINTOWN, PENNSYLVANIA 19046

NAME OF SUBMITTER:	Jill E. Schuman
SIGNATURE:	/Jill E. Schuman/
DATE SIGNED:	01/22/2021

Total Attachments: 5

source=Executed - Trademark Assignment (01436013xA68C5)#page1.tif
source=Executed - Trademark Assignment (01436013xA68C5)#page2.tif
source=Executed - Trademark Assignment (01436013xA68C5)#page3.tif
source=Executed - Trademark Assignment (01436013xA68C5)#page4.tif
source=Executed - Trademark Assignment (01436013xA68C5)#page5.tif

ASSIGNMENT FOR SECURITY
(TRADEMARKS)

January 22, 2021

WHEREAS, **CCA INDUSTRIES, INC.**, a Delaware corporation, having an office at 298 Tower Lane, Penn Valley, PA 19072 (the "**Assignor**"), holds all right, title and interest in the trademarks and trademark applications listed on the annexed **Schedule 1**, which trademarks are issued or applied for in the United States Patent and Trademark Office (the "**Trademarks**");

WHEREAS, the Assignor has entered into a Trademark Security Agreement dated as of the date hereof (the "**Security Agreement**") in favor of **M&T BANK**, a New York banking corporation with its chief executive office at One M&T Plaza, Buffalo, NY 14240, Attention: Office of General Counsel (the "**Assignee**") in its capacity as Secured Party (as such term is defined in the Security Agreement);

WHEREAS, pursuant to the Security Agreement, the Assignor has granted to the Assignee a lien on and security interest in all right, title and interest of the Assignor in, to and under the Trademarks, together with the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof (the "**Collateral**"), to secure the payment, performance and observance of the Obligations (as defined in the Financing Agreement described in the Security Agreement);

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor does hereby grant to the Assignee a lien on and security interest in the Collateral to secure the prompt payment, performance and observance of the Obligations.

The Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

[Signature Page Follows]

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed and effective by its officer on the date first above written.

CCA INDUSTRIES, INC.

By: 

Stephen Heit, Chief Financial Officer

Signature Page of Assignment for Security (Trademarks)

COMMONWEALTH OF DE

:

COUNTY OF SUSSEX

:

:

On this, the 21st day of January, 2021, before me, a Notary Public, personally appeared Stephen Heit, who acknowledged himself to be the Chief Financial Officer of **CCA Industries, Inc.**, a Delaware corporation, and that he as such Chief Financial Officer executed the foregoing instrument on behalf of such corporation for the purposes therein contained.

ANGELA LYNN JONES
Notary Public
STATE OF DELAWARE
My Commission Expires May 24, 2021





Angela Lynn Jones

Notary Public

SCHEDULE 1

List of all Trademarks and Trademark Applications

Trademarks:

Mark	Status	File Date	Application #	Registration Date	Registration #
	LIVE	8/15/2018	88079683		
	LIVE			1/9/2018	5372871
	LIVE			12/4/2001	2514369
	LIVE			11/11/1997	2111841
BIKINI ZONE	LIVE			1/15/2019	5654408
BIKINI ZONE	LIVE			4/7/2009	3601522
BIKINI ZONE	LIVE			12/16/1997	2121231
BULLET-PROOF STRENGTH	LIVE			1/2/2007	3191253
CORE CARE AMERICA	LIVE			11/21/2017	5341401
HAIR OFF	LIVE			10/25/1988	1509767
LOBE MIRACLE	LIVE			3/21/2017	5167088

Mark	Status	File Date	Application #	Registration Date	Registration #
ONE STEP	LIVE			1/8/2002	2528184
PLUS WHITE	LIVE			8/13/2002	2606654
PLUS WHITE	LIVE			3/3/1992	1678046
PLUS WHITE EXTRA	LIVE			7/3/2007	3259579
SCAR ZONE	LIVE			5/5/2009	3614948
SCAR ZONE	LIVE			7/15/2003	2738363
SOLAR SENSE	LIVE			3/8/2016	4913767
SPEED WHITENING	LIVE			12/12/2006	3184546
STAIN GUARD	LIVE			1/29/2013	4283250
SUDDEN CHANGE	LIVE			10/21/2003	2776597
SUDDEN CHANGE	LIVE			8/6/1991	1652847
SUNSET CAFE	LIVE			5/2/2006	3088589
WASH 'N CURLY	LIVE			7/4/1989	1545998