

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM655630

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Unilever PLC		12/01/2020	Company: ENGLAND AND WALES
RECEIVING PARTY DATA			
Name:	Unilever Global IP Limited		
Street Address:	Port Sunlight, Wirral		
City:	Merseyside		
State/Country:	UNITED KINGDOM		
Postal Code:	CH624ZD		
Entity Type:	Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 128			
Property Type	Number	Word Mark	
Serial Number:	88662468	JOYFUL MOISTURE	
Serial Number:	88497502	QUEEN FOR A DAY	
Serial Number:	90295721	SIMPLE	
Serial Number:	90304920	SIMPLE	
Serial Number:	90309450	SIMPLE	
Serial Number:	88073511	SIMPLE PROTECT 'N' GLOW	
Registration Number:	2660079	AFTER-PARTY	
Registration Number:	5470327	AGE DENIED	
Registration Number:	5292113	AMPED UP	
Registration Number:	5201116	BALM DOWN	
Registration Number:	5027601	BEACH BOUND	
Registration Number:	4969353	BEACH FREAK	
Registration Number:	5311661	BEACH ME	
Registration Number:	3389003	BED HEAD	
Registration Number:	3617627	BED HEAD	
Registration Number:	3442664	BED HEAD	
Registration Number:	3609154	BED HEAD	
Registration Number:	2867289	BED HEAD	
Registration Number:	2259985	BED HEAD	
TRADEMARK			

CH \$3215.00 88662468

Property Type	Number	Word Mark
Registration Number:	2655252	BED HEAD
Registration Number:	2456838	BED HEAD
Registration Number:	2705757	BED HEAD
Registration Number:	3750732	BED HEAD MAXXED-OUT
Registration Number:	5023931	BIG HEAD
Registration Number:	4557638	BLOW OUT BALM
Registration Number:	2229002	CATWALK
Registration Number:	2868597	CATWALK
Registration Number:	5276622	C CATWALK BY TIGI
Registration Number:	2692979	CATWALK ROOT BOOST
Registration Number:	3702598	CHARGE UP
Registration Number:	3506176	CLEAN UP
Registration Number:	3005079	COCKY
Registration Number:	4512291	COLOUR GODDESS
Registration Number:	5070141	COLOUR TRIP
Registration Number:	2402503	CONTROL FREAK
Registration Number:	2384194	CONTROL FREAK
Registration Number:	4358441	COPYRIGHT COLOUR
Registration Number:	4568885	CURL RECALL
Registration Number:	2906957	CURLS ROCK
Registration Number:	2447467	CYBEROPTICS
Registration Number:	5728330	DENSE UP
Registration Number:	5311624	DIAMOND DREAMS
Registration Number:	3898056	DIRTY SECRET
Registration Number:	2601964	DUMB BLONDE
Registration Number:	2524230	EGO BOOST
Registration Number:	4617933	ELASTICATE
Registration Number:	1968937	ENVIROSHAPE
Registration Number:	2782857	FASHIONISTA
Registration Number:	2754760	FAST FIXX
Registration Number:	3226166	FLAT IRON SHINE SPRAY
Registration Number:	3544643	FOXY CURLS
Registration Number:	5317814	FUEL AROUND
Registration Number:	5069741	FULL OF IT
Registration Number:	5312008	FULLY LOADED
Registration Number:	5434235	GET TWISTED
Registration Number:	5292111	GROUPIE
Registration Number:	3387354	HARD HEAD

Property Type	Number	Word Mark
Registration Number:	3934611	HARD TO GET
Registration Number:	3901880	HAUTE IRON
Registration Number:	2601961	HEADBANGER
Registration Number:	2575219	HEADRUSH
Registration Number:	3395805	HEADSHOT
Registration Number:	3617129	HEALTH FACTOR
Registration Number:	5148270	HEAVEN'S DOOR
Registration Number:	5324132	JOYRIDE
Registration Number:	6301794	LIGHTHEADED
Registration Number:	5266876	LION TAMER
Registration Number:	5292112	LIVIN' THE DREAM
Registration Number:	5629605	LOVE PEACE & THE PLANET
Registration Number:	5418433	LUXE LASH
Registration Number:	2388557	MANIPULATOR
Registration Number:	2875474	MANIPULATOR
Registration Number:	3014043	MASTERPIECE
Registration Number:	3503279	MATTE SEPARATION
Registration Number:	6062007	MINIM
Registration Number:	5178148	MIX MASTER
Registration Number:	5346920	MO RIDER
Registration Number:	2415555	MOISTURE MANIAC
Registration Number:	4657528	MOTOR MOUTH
Registration Number:	4339754	MULTI-TASKING
Registration Number:	4411979	OH BEE HIVE!
Registration Number:	4593404	ON THE REBOUND
Registration Number:	3577610	POWER PLAY
Registration Number:	2504329	POWER TOOLS
Registration Number:	2457732	POWER TRIP
Registration Number:	2379616	POWER TRIP
Registration Number:	5567124	PRESS UP
Registration Number:	3506177	PURE TEXTURE
Registration Number:	5282089	QUEEN BEACH
Registration Number:	3818984	ROCKAHOLIC
Registration Number:	2890752	ROOT BOOST
Registration Number:	3871616	S FACTOR
Registration Number:	5723598	S S.FACTOR TIGI
Registration Number:	5347279	SCREW IT
Registration Number:	2413187	SELF ABSORBED

Property Type	Number	Word Mark
Registration Number:	5503281	SERIOUS
Registration Number:	3169650	SERIOUSLY STRAIGHT
Registration Number:	4060932	SESSION SERIES
Registration Number:	6301783	SHOWDOWN
Registration Number:	3779575	SIMPLE
Registration Number:	1599108	SIMPLE
Registration Number:	1471864	SIMPLE
Registration Number:	4237935	SIMPLE
Registration Number:	5018442	SLICK TRICK
Registration Number:	2757237	SMALL TALK
Registration Number:	5282184	START ME UP
Registration Number:	4060819	STYLESHOTS
Registration Number:	4365152	SUGAR DUST
Registration Number:	2914739	SUPER STAR
Registration Number:	4557249	SUPERSTAR QUEEN FOR A DAY
Registration Number:	5347137	THUNDER STRUCK
Registration Number:	3162493	TIGI
Registration Number:	3029822	TIGI
Registration Number:	1732367	TIGI
Registration Number:	1633639	TIGI
Registration Number:	4954142	TIGI
Registration Number:	6286423	TIGI COPYRIGHT
Registration Number:	4653150	TIGI HAIR REBORN
Registration Number:	3274494	TIGI S FACTOR
Registration Number:	3793161	TIGI S FACTOR
Registration Number:	3874328	TOTALLY BEACHIN'
Registration Number:	2491735	TREAT ME RIGHT
Registration Number:	5233309	UPLOADER
Registration Number:	4013047	URBAN ANTI-DOTES
Registration Number:	3547542	VIVACIOUS
Registration Number:	5050601	WISE UP
Registration Number:	3621090	YOU MUST HAVE A SENSE OF HUMOR TO USE OU
Registration Number:	3868328	YOUR HIGHNESS

CORRESPONDENCE DATA

Fax Number: 2123101895

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: 2126264242

Email: lindsey.ustrata@bakermckenzie.com
Correspondent Name: Lindsey E. Utrata
Address Line 1: 452 Fifth Avenue
Address Line 2: Baker & McKenzie LLP
Address Line 4: NEW YORK, NEW YORK 10018

ATTORNEY DOCKET NUMBER: 10009919-50826245

DOMESTIC REPRESENTATIVE

Name: Lisa W. Rosaya
Address Line 1: 425 Fifth Avenue
Address Line 2: Baker McKenzie LLP
Address Line 4: New York, NEW YORK 10018

NAME OF SUBMITTER: Lindsey E. Utrata

SIGNATURE: /LEU/

DATE SIGNED: 06/23/2021

Total Attachments: 11

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DATED _____ 2021

Unilever PLC

and

Unilever Global IP Limited

ASSIGNMENT AGREEMENT

United States of America

ASSIGNMENT AGREEMENT

DATE:

BETWEEN:

- (1) Unilever PLC, a company incorporated under the law of England and Wales whose registered office is at Port Sunlight, Wirral, Merseyside, United Kingdom CH624ZD ("Assignor"); and
- (2) Unilever Global IP Limited, a company incorporated under the law of England and Wales whose registered office is at Port Sunlight, Wirral, Merseyside, United Kingdom CH624ZD ("Assignee").

RECITALS:

- (A) The Assignor is the owner of certain registered trade marks and/or the applicant of certain trade mark applications.
- (B) The Assignor has agreed to assign such trade mark rights to the Assignee in accordance with the terms of this Agreement.

IT IS AGREED as follows:

1. ASSIGNMENT

- 1.1 For good and valuable consideration paid by the Assignee to the Assignor, the receipt and sufficiency of which is hereby acknowledged by the Assignor, the Assignor hereby assigns to the Assignee all of its right, title and interest in and to the registered trade marks and/or the trade mark applications set out in the schedule to this Agreement together with any common law rights and all the goodwill attaching thereto (the "Trade Marks") effective on 01 December 2020.
- 1.2 Said Trade Marks are to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trade Marks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trade Marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trade Marks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

2. FURTHER ASSURANCE

The Assignor agrees at the request and cost of the Assignee, and without further consideration, that it will at all times after the date of this Agreement do all acts and execute all documents as may reasonably be necessary or desirable to secure the vesting in the Assignee of all rights assigned to the Assignee by this Agreement and to assist in the resolution of any queries from the Assignee concerning the Trade Marks.

3. GENERAL

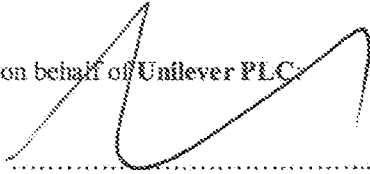
This Agreement may be executed in any number of counterparts and by the parties to it on separate counterparts and each such counterpart shall constitute an original of this Agreement but all of which together constitute one and the same instrument. This Agreement shall not be effective until each party has executed at least one counterpart.

Trade Mark Assignment

EXECUTED by the parties:

Signed for and on behalf of Unilever PLC:

Signature:



Name:

JOSEPH SULLIVAN

Title:

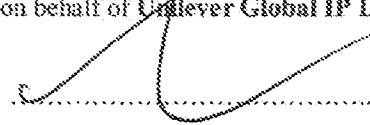
AUTHORISED ATTORNEY

Date:

9-6-21

Signed for and on behalf of Unilever Global IP Limited:

Signature:



Name:

JOSEPH SULLIVAN

Title:



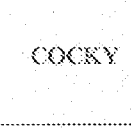
AUTHORISED ATTORNEY


Date:

9-6-21

Trade Mark Schedule

No.	APPLICATION NUMBER	REGISTRATION NUMBER	FILING DATE	TRADEMARK	IMAGE	CLASSES	COUNTRY
1.	75907129	2660079	1-Feb-00	AFTER-PARTY		3	United States of America
2.	87130916	5470327	8-Aug-16	AGE DENIED		3	United States of America
3.	87014736	5292113	26-Apr-16	AMPED UP		3	United States of America
4.	86910620	5201116	17-Feb-16	BALM DOWN		3	United States of America
5.	86331395	5027601	8-Jul-14	BEACH BOUND		3	United States of America
6.	86331391	4969353	8-Jul-14	BEACH FREAK		3	United States of America
7.	86331400	5311661	8-Jul-14	BEACH ME		3	United States of America
8.	78919394	3389003	28-Jun-06	BED HEAD	BED HEAD	35	United States of America
9.	78847688	3617627	28-Mar-06	BED HEAD		18	United States of America
10.	78844340	3442664	23-Mar-06	BED HEAD	BED HEAD	3	United States of America
11.	77018159	3609154	10-Oct-06	BED HEAD	BED HEAD	9, 11	United States of America
12.	76367677	2867289	6-Feb-02	BED HEAD		16	United States of America
13.	75394315	2259985	21-Nov-97	BED HEAD		3	United States of America
14.	75593993	2655252	23-Nov-98	BED HEAD		3	United States of America
15.	75822518	2456838	14-Oct-99	BED HEAD		3	United States of America
16.	75822517	2705757	14-Oct-99	BED HEAD (STYLISTED)	BED HEAD	3	United States of America

17.	78687008	3750732	5-Aug-05	BED HEAD MAXXED-OUT	BED HEAD MAXXED-OUT	3	United States of America
18.	86706112	5023931	27-Jul-15	BIG HEAD		3	United States of America
19.	85866368	4557638	4-Mar-13	BLOW OUT BALM		3	United States of America
20.	75483859	2229002	12-May-98	CATWALK		3	United States of America
21.	76491160	2868597	21-Feb-03	CATWALK (STYLISED) & DESIGN		3	United States of America
22.	86146141	5276622	17-Dec-13	CATWALK BY TIGI (STYLISED) & DESIGN		3	United States of America
23.	76404671	2692979	8-May-02	CATWALK ROOT BOOST		3	United States of America
24.	77445216	3702598	10-Apr-08	CHARGE UP	CHARGE UP	3	United States of America
25.	77221765	3506176	3-Jul-07	CLEAN UP	CLEAN UP	3	United States of America
26.	78381842	3005079	10-Mar-04	COCKY		3	United States of America
27.	85863549	4512291	28-Feb-13	COLOUR GODDESS		3	United States of America
28.	86873090	5070141	12-Jan-16	COLOUR TRIP		3	United States of America
29.	75483861	2402503	12-May-98	CONTROL FREAK		3	United States of America
30.	75666372	2384194	23-Mar-99	CONTROL FREAK		3	United States of America
31.	85261747	4358441	9-Mar-11	COPYRIGHT COLOUR		3	United States of America
32.	85705049	4568885	16-Aug-12	CURL RECALL		3	United States of America

33.	76403938	2906957	3-May-02	CURLS ROCK		3	United States of America
34.	75758563	2447467	23-Jul-99	CYBEROPTICS		3	United States of America
35.	87262467	5728330	8-Dec-16	DENSE UP		3	United States of America
36.	86226007	5311624	19-Mar-14	DIAMOND DREAMS		3	United States of America
37.	77890910	3898056	10-Dec-09	DIRTY SECRET		3	United States of America
38.	75920808	2601964	16-Feb-00	DUMB BLONDE		3	United States of America
39.	75931199	2524230	29-Feb-00	EGO BOOST (STYLISTED) (LABEL/THREE DIMENSIONAL)		3	United States of America
40.	85592337	4617933	9-Apr-12	ELASTICATE		3	United States of America
41.	74560219	1968937	8-Aug-94	ENVIROSHAPE		3	United States of America
42.	76386045	2782857	22-Mar-02	FASHIONISTA		3	United States of America
43.	75822646	2754760	13-Oct-99	FAST FIXX		3	United States of America
44.	78798109	3226166	24-Jan-06	FLAT IRON SHINE SPRAY	FLAT IRON SHINE SPRAY	3	United States of America
45.	77288745	3544643	25-Sep-07	FOXY CURLS	FOXY CURLS	3	United States of America
46.	86910611	5317814	17-Feb-16	FUEL AROUND		3	United States of America
47.	86706174	5069741	27-Jul-15	FULL OF IT		3	United States of America
48.	86795294	5312008	21-Oct-15	FULLY LOADED		3	United States of America
49.	87211680	5434235	21-Oct-16	GET TWISTED		3	United States of America
50.	87014718	5292111	26-Apr-16	GROUPIE		3	United States of America

51.	77010997	3387354	29-Sep-06	HARD HEAD	HARD HEAD	3	United States of America
52.	85136491	3934611	23-Sep-10	HARD TO GET		3	United States of America
53.	77908916	3901880	11-Jan-10	HAUTE IRON		3	United States of America
54.	75919017	2601961	15-Feb-00	HEADBANGER		3	United States of America
55.	76027630	2575219	14-Apr-00	HEADRUSH		3	United States of America
56.	78529156	3395805	8-Dec-04	HEADSHOT		3	United States of America
57.	77396752	3617129	14-Feb-08	HEALTH FACTOR		3	United States of America
58.	87016629	5148270	27-Apr-16	HEAVEN'S DOOR		3	United States of America
59.	88662468		21-Oct-19	JOYFUL MOISTURE		3	United States of America
60.	86430854	5324132	22-Oct-14	JOYRIDE		3	United States of America
61.	88149442	6301794	10-Oct-18	LIGHTHEADED		3	United States of America
62.	86910600	5266876	17-Feb-16	LION TAMER		3	United States of America
63.	87014730	5292112	26-Apr-16	LIVIN THE DREAM		3	United States of America
64.	87978925	5629605	17-Oct-16	LOVE PEACE & THE PLANET		3	United States of America
65.	85641056	5418433	1-Jun-12	LUXE LASH		3	United States of America
66.	75588170	2388557	13-Nov-98	MANIPULATOR		3	United States of America
67.	76491161	2875474	21-Feb-03	MANIPULATOR		3	United States of America
68.	78367651	3014043	13-Feb-04	MASTERPIECE	Masterpiece	3	United States of America

69.	77310877	3503279	23-Oct-07	MATTE SEPARATION	MATTE SEPARATION	3	United States of America
70.	88423215	6062007	9-May-19	MINIM		3, 5, 38, 41, 42	United States of America
71.	87016673	5178148	27-Apr-16	MIX MASTER		3	United States of America
72.	86909522	5346920	16-Feb-16	MO RIDER		3	United States of America
73.	75822628	2415555	13-Oct-99	MOISTURE MANIAC		3	United States of America
74.	86112868	4657528	7-Nov-13	MOTOR MOUTH		3	United States of America
75.	85557729	4339754	1-Mar-12	MULTI-TASKING		3	United States of America
76.	85660767	4411979	25-Jun-12	OH BEE HIVE!		3	United States of America
77.	85680050	4593404	18-Jul-12	ON THE REBOUND		3	United States of America
78.	77358329	3577610	21-Dec-07	POWER PLAY	POWER PLAY	3	United States of America
79.	76184674	2504329	20-Dec-00	POWER TOOLS		3	United States of America
80.	75483860	2457732	12-May-98	POWER TRIP		3	United States of America
81.	75822645	2379616	13-Oct-99	POWER TRIP		3	United States of America
82.	87640057	5567124	10-Oct-17	PRESS UP		3	United States of America
83.	77221768	3506177	3-Jul-07	PURE TEXTURE	PURE TEXTURE	3	United States of America
84.	86946853	5282089	21-Mar-16	QUEEN BEACH		3	United States of America
85.	88497502		2-Jul-19	QUEEN FOR A DAY		3	United States of America
86.	77497603	3818984	12-Jun-08	ROCKAHOLIC	ROCKAHOLIC	3	United States of America

87.	76404672	2890752	8-May-02	ROOT BOOST		3	United States of America
88.	78490540	3871616	28-Sep-04	S FACTOR (STYLISED)	S Factor	3	United States of America
89.	87850491	5723598	26-Mar-18	S.FACTOR TIGI (STYLISED) & S DESIGN		3	United States of America
90.	87115371	5347279	25-Jul-16	SCREW IT		3	United States of America
91.	75722189	2413187	7-Jun-99	SELF ABSORBED		3	United States of America
92.	86226012	5503281	19-Mar-14	SERIOUS		3	United States of America
93.	78505473	3169650	25-Oct-04	SERIOUSLY STRAIGHT (STYLISED)	Seriously Straight	3	United States of America
94.	85050996	4060932	30-May-10	SESSION SERIES		3	United States of America
95.	88125585	6301783	20-Sep-18	SHOWDOWN		3	United States of America
96.	78816472	3779575	16-Feb-06	SIMPLE		3	United States of America
97.	73809982	1599108	30-Jun-89	SIMPLE		3	United States of America
98.	73585528	1471864	3-Mar-86	SIMPLE		3	United States of America
99.	90295721		3-Nov-20	SIMPLE		3	United States of America
100.	90304920		7-Nov-20	SIMPLE (STYLISED) & DESIGN		5	United States of America
101.	90309450		10-Nov-20	SIMPLE (STYLISED) & DESIGN		3	United States of America
102.	77036398	4237935	3-Nov-06	SIMPLE (STYLISED) & SMILE DEVICE		3	United States of America

103.	88073511		10-Aug-18	SIMPLE PROTECT N' GLOW		3	United States of America
104.	86411324	5018442	1-Oct-14	SLICK TRICK		3	United States of America
105.	76368103	2757237	7-Feb-02	SMALL TALK		3	United States of America
106.	87014725	5282184	26-Apr-16	START ME UP		3	United States of America
107.	85904607	4060819	1-Apr-10	STYLESHOTS		3	United States of America
108.	85273720	4365152	22-Mar-11	SUGAR DUST		3	United States of America
109.	76036860	2914739	28-Apr-00	SUPER STAR		3	United States of America
110.	85938355	4557249	21-May-13	SUPERSTAR QUEEN FOR A DAY		3	United States of America
111.	87016644	5347137	27-Apr-16	THUNDER STRUCK		3	United States of America
112.	78764492	3162493	1-Dec-05	TIGI	TIGI	21	United States of America
113.	76555580	3029822	31-Oct-03	TIGI		41	United States of America
114.	74219482	1732367	4-Nov-91	TIGI		3	United States of America
115.	73666665	1633639	15-Jun-87	TIGI		3, 8, 11	United States of America
116.	86607893	4954142	23-Apr-15	TIGI		41	United States of America
117.	88933874	6286423	26-May-20	TIGI COPYRIGHT (STYLISTED) & DESIGN		3	United States of America
118.	85317094	4653150	10-May-11	TIGI HAIR REBORN		3	United States of America
119.	78786745	3274494	6-Jan-06	TIGI S FACTOR		3	United States of America

120.	78765081	3793161	1-Dec-05	TIGI S FACTOR (STYLISED) & DESIGN		3	United States of America
121.	77750137	3874328	2-Jun-09	TOTALLY BEACHIN'		3	United States of America
122.	75637207	2491735	9-Feb-99	TREAT ME RIGHT		3	United States of America
123.	86796384	5233309	22-Oct- 15	UPLOADER		3	United States of America
124.	77873917	4013047	16-Nov- 09	URBAN ANTI- DOIES		3	United States of America
125.	77166761	3547542	26-Apr- 07	VIVACIOUS	VIVACIOUS	3	United States of America
126.	86572849	5050601	23-Mar- 15	WISE UP		3	United States of America
127.	78957861	3621090	22-Aug- 06	YOU MUST HAVE A SENSE OF HUMOR TO USE OUR PRODUCTS		3	United States of America
128.	77763262	3868328	18-Jun- 09	YOUR HIGHNESS		3	United States of America