

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM656395

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Noxell Corporation		02/17/2021	Corporation: MARYLAND
RECEIVING PARTY DATA			
Name:	Wella Operations US, LLC		
Street Address:	4500 Park Granada, Suite 100		
City:	Calabasas		
State/Country:	CALIFORNIA		
Postal Code:	91302		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4653998	ALPHA-RED	
Registration Number:	4654070	FLARE	
Registration Number:	740432	FLAXEN BLONDE	
Registration Number:	4800813	RESULTS TODAY. BEAUTIFUL ALWAYS.	
Registration Number:	1231598	SECOND NATURE	
Registration Number:	2250232	TEXTURES & TONES	
CORRESPONDENCE DATA			
Fax Number:	3124199440		
<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:	312-380-6504		
Email:	dgurfinkel@dennemeyer-law.com		
Correspondent Name:	Daniel M. Gurfinkel		
Address Line 1:	Dennemeyer & Associates, LLC		
Address Line 2:	2 North Riverside Plaza, Suite 1500		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	30100-1016632TTA 1436683		
NAME OF SUBMITTER:	Daniel M. Gurfinkel		
SIGNATURE:	/daniel m. gurfinkel/		
DATE SIGNED:	06/28/2021		

OP \$165.00 4653998

Total Attachments: 1

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UNITED STATES OF AMERICA

ASSIGNMENT OF TRADEMARKS

Noxell Corporation, a company organized under the laws of the state of Maryland (US), for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assigns to **Wella Operations US, LLC**, a company organized under the laws of the state of Delaware (US), having a place of business at **4500 Park Granada, Suite 100, Calabasas, CA 91302, United States of America** all of its rights, title and interest together with the goodwill of the marks appurtenant thereto and the right to sue and collect for past infringement, in and to the following Trademarks and Trademark Registrations:

4653998 ALPHA-RED;

4654070 FLARE;

740432 FLAXEN BLONDE;

4800813 RESULTS TODAY. BEAUTIFUL ALWAYS.;

1231598 SECOND NATURE;

2250232 TEXTURES & TONES

Noxell Corporation

Dated: 17/02/2021

By: Raluca Judele



Title: Authorized Signatory

To be simply signed