

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707821

| | | | |
|---|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| L'Oreal USA Creative, Inc. | | 02/11/2022 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | SalonCentric Inc. | | |
| Street Address: | 10 Hudson Yards | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10001 | | |
| Entity Type: | Corporation: NEVADA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 97083121 | SALONCENTRIC | |
| Serial Number: | 90689256 | SALONCENTRIC | |
| Registration Number: | 6390816 | SALONCENTRIC | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | 9179374177 | | |
| Email: | lisa.gigliotti@loreal.com | | |
| Correspondent Name: | Lisa M. Gigliotti | | |
| Address Line 1: | 10 Hudson Yards | | |
| Address Line 4: | New York, NEW YORK 10001 | | |
| NAME OF SUBMITTER: | Lisa M. Gigliotti | | |
| SIGNATURE: | /Lisa M. Gigliotti/ | | |
| DATE SIGNED: | 02/11/2022 | | |
| Total Attachments: 1 | | | |
| source=SALONCENTRIC Assignment#page1.tif | | | |

CH \$90.00 97083121

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is made on February 11, 2022, by L'Oréal USA Creative, Inc., a Delaware corporation with an address of 10 Hudson Yards, New York, New York 10001 ("Assignor"), in favor of SalonCentric Inc., a Nevada corporation with an address of 10 Hudson Yards, New York, New York 10001 ("Assignee").

WHEREAS, Assignor is the exclusive owner of the SALONCENTRIC trademark for hand-sanitizing preparations and antimicrobial hand-sanitizing preparations, and for online retail store services featuring cosmetics, beauty products, hair care, hair coloring and hair styling products, and related accessories, and all common law rights and all goodwill associated therewith, and the following United States trademark registration in Class 5 and use-based applications in Class 35 (collectively, the "Trademark");

| Mark: | U.S. Trademark Reg. / Serial Number: | Class: |
|-------------------------|---|--------|
| SALONCENTRIC | 6390816 | 5 |
| SALONCENTRIC | 90689256 | 35 |
| SALONCENTRIC and design | 97083121 | 35 |

WHEREAS, Assignee is desirous of acquiring all rights to the Trademark, associated goodwill, and corresponding registration and use-based applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

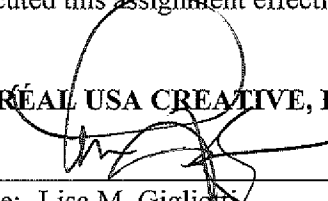
1. Transfer of Trademarks. Assignor hereby transfers and assigns to Assignee all of Assignor's right, title, and interest in and to the Trademark, all U.S. common law rights therein, all goodwill associated with, corresponding to, symbolized by and embodied in the Trademark, and U.S. Trademark Registration No. 6390816 and use-based Trademark Application Serial Nos. 90689256 and 97083121, together with the right to recover for past, present and future infringements pertaining to the use thereof.

2. Recordation of Assignment. Assignor will cooperate with Assignee, as Assignee may reasonably request, to assist Assignee in recording this Assignment in the United States Patent and Trademark Office.

3. Binding Effect. This assignment shall be binding upon Assignor, its successors and assigns, and shall inure to the benefit of Assignee, its nominees, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of the date first above written.

L'ORÉAL USA CREATIVE, INC.

By: 
Name: Lisa M. Gigliotti
Title: Vice President