

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM718396

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LAMOUR BRANDS, INC.		03/31/2022	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	LAMOUR BRANDS USA INC.		
Street Address:	463 7TH AVENUE, SUITE 1301		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4292532	AY PAPI	
Registration Number:	2161178	PAPI	
Registration Number:	4292533	PAPI	
Registration Number:	3660872	PAPI	
Registration Number:	2813245	EQUIPO	
Registration Number:	3772236	UNDERTECH	
Registration Number:	3734809	RICO ROJO	
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:	312-551-8300		
Email:	ipdocket@pfs-law.com		
Correspondent Name:	PATZIK, FRANK & SAMOTNY LTD.		
Address Line 1:	200 S. WACKER DRIVE, SUITE 2700		
Address Line 4:	CHICAGO, ILLINOIS 60606		
NAME OF SUBMITTER:	Scott W. Smilie		
SIGNATURE:	/Scott W. Smilie/		
DATE SIGNED:	04/01/2022		

OP \$190.00 4292532

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Trademark Assignment"), dated as of March 31, 2022, by and between LAMOUR BRANDS, INC., a corporation of Canada ("Assignor"), and LAMOUR BRANDS USA INC., a Delaware corporation ("Assignee").

Recitals:

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the trademarks set forth on Schedule A attached hereto and made a part hereof, together with the goodwill associated with the business symbolized thereby; and any renewals thereof; and all income, royalties, damages, license fees, licenses and payments now and hereafter due and/or payable with respect thereto (collectively, the "Trademarks").

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

1. Assignment. Assignor hereby sells, transfers, assigns, and conveys to Assignee all of its respective right, title and interest in and to the Trademarks, together with the goodwill associated with the business symbolized thereby, the same to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives, to the end of the term or terms for which such Trademarks may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made. Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the date hereof of the Trademarks, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

2. Further Action. Assignor agrees to execute and deliver to Assignee such instruments necessary or proper to perfect the above-described transfer of, or to procure, the Trademarks or to maintain the Trademarks before the United States Patent and Trademark Office, and to cooperate reasonably with Assignee in obtaining and/or providing information that is required in any proceedings relating to the Trademarks.

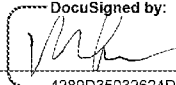
3. Authorization. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue any and all additional trademark and service mark registrations or amended registrations that have been or may be granted upon any application or petition for same for the Trademarks or any additional, continuing or divisional applications thereof, to Assignee, its successors and/or assigns.

4. Counterparts. This Trademark Assignment may be executed in two or more counterparts (including via facsimile, e-mail or other electronic means), each of which will be deemed an original, but all of which together will constitute one and the same agreement.

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed as of the date first written above.

ASSIGNOR:

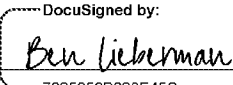
LAMOUR BRANDS, INC.

By: DocuSigned by:

4289D35932624DA...

Title: Vice President

ASSIGNEE:

LAMOUR BRANDS USA INC.

By: DocuSigned by:

7625356B628E45C...

Title: President

SCHEDULE A

Mark	Registration No.	Registration Date	Country	Renewal Deadline
AY PAPI	4,292,532	2/19/2013	US	2/19/2023
PAPI	2,161,178	6/2/1998	US	6/2/2028
PAPI	4,292,533	2/19/2013	US	2/19/2023
PAPI	3,660,872	7/28/2009	US	7/28/2029
EQUIPO	2,813,245	2/10/2004	US	2/10/2024
UNDERTECH	3,772,236	4/6/2010	US	4/6/2030
RICO ROJO	3,734,809	1/5/2010	US	1/5/2030

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RECORDED: 04/01/2022**TRADEMARK
REEL: 007686 FRAME: 0954**