

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM774609

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Regis LLC		06/03/2022	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Liquid Asset Partners, LLC		
Street Address:	2700 Patterson Avenue SE		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49546		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	6091970	BLOSSOM PURE HAIRCARE	
Registration Number:	6278460	DESIGN DEFINE	
Registration Number:	6442601	PROTOTYPE	
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:	212-586-5800		
Email:	rboghosian@ctswlaw.com		
Correspondent Name:	Robert A. Boghosian		
Address Line 1:	420 Lexington Avenue, Suite 2400		
Address Line 4:	New York, NEW YORK 10170		
NAME OF SUBMITTER:	Monica Noguera		
SIGNATURE:	/Monica Noguera/		
DATE SIGNED:	12/15/2022		
Total Attachments: 4			
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Trademark Assets Assignment Agreement

This Trademark Assets Assignment Agreement (the "**Trademark Assignment Agreement**"), effective as of June 3, 2022 (the "**Effective Date**"), is by and between Regis LLC, a Minnesota limited liability corporation ("**Assignor**"), and Liquid Asset Partners, LLC, a Delaware limited liability corporation ("**Assignee**" and, together with Assignor, the "**Parties**"), is delivered pursuant to, and subject to the terms of, that certain Asset Purchase Agreement effective as of May 25, 2022 (as amended, restated, modified or waived from time to time in accordance with its terms, the "**Asset Purchase Agreement**"), by and among Assignor, Assignee and Regis Corporation, a Minnesota corporation, pursuant to which, among other things, Assignor has agreed to assign all of its rights, title and interests in, and Assignee has agreed to assume all of Assignor's right, title and interests in, the Trademark Assets defined in the Asset Purchase Agreement.

NOW, THEREFORE, in consideration of the good and valuable consideration provided under terms of the Asset Purchase Agreement, the receipt and adequacy of which is hereby acknowledged, the Parties agree as follows:

1. **Assignment of Trademark Assets**. Upon the terms and subject to the conditions set forth in the Asset Purchase Agreement, Assignor hereby sells, assigns, grants, conveys and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark Assets that are the registrations and applications listed on Schedule 1 attached hereto, together with all goodwill associated with, or otherwise resulting from, the Trademark Assets, with the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors and assigns, including the right to sue for and receive all damages accruing from past infringement of the Trademark Assets, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had this Assignment not been made.
2. **Assignment of Rights**. Assignor also assign its right to sue for and collect damages for any infringement of rights arising out of or related to the Trademark Assets, and occurring prior to this assignment, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had Assignor not entered into this Trademark Assets Assignment Agreement.
3. **Representations**. Assignor represents to the Assignee, its successors and assigns, that Assignor have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. Assignor will at any time upon request, without additional consideration, execute such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing copyrights, trademarks, trade secrets, or patent or similar legal protection on the Trademark Assets in in any and all countries.
4. **Execution in Counterparts**. This Trademark Assignment Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all such counterparts shall be one and the same instrument. Signatures in pdf or other electronic format shall constitute original signatures for purposes of this Trademark Assignment Agreement.

[Signatures appear on the following pages]

IN WITNESS WHEREOF, the Parties have executed this Trademark Assignment Agreement to be effective as of the date first above written.

Assignee:

LIQUID ASSET PARTNERS, LLC

By: [Signature]

Name: CHAD M. WARNER

Title: MANAGING PARTNER

DATE: 12-12-2022

STATE OF Michigan
COUNTY OF Kent

The foregoing instrument was acknowledged before me this 12 day of December 2022, by CHAD WARNER, as MANAGING PARTNER Liquid Asset Partners, LLC, a Delaware limited liability company. He/she is personally known to me or he/she has produced a driver's license as identification.

[Signature]

Notary Public, State of Michigan

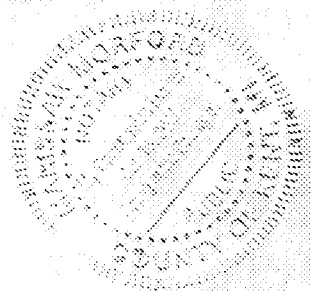
Print Name: Marissa Morford

Notary Commission No.: 729011

My Commission Expires: Oct 16 2027

MARISSA MORFORD
Notary Public, State of Michigan
County of Kent
My Commission Expires Oct. 16, 2027
Acting in the County of Kent

[NOTARIAL SEAL]



[Assignee's Signature page to Trademark Assignment Agreement]

[Signature]

Assignor:

REGIS LLC

By: _____

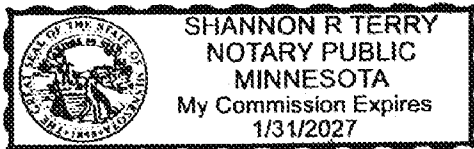
Name: _____

Title: _____

[Handwritten Signature]
Keirsten Zupfer
CFO

STATE OF Minnesota
COUNTY OF Dakota

The foregoing instrument was acknowledged before me this 12th day of December, 2022, by Shannon Terry, as Admin Asst. of Regis LLC, a Minnesota limited liability company. He/she is personally known to me or he/she has produced a driver's license as identification.



[Handwritten Signature]

Notary Public, State of Minnesota

Print Name: Shannon Terry

Notary Commission No.: 1315261100039

My Commission Expires: 1/31/2027

[NOTARIAL SEAL]

[Assignor's Signature page to Trademark Assignment Agreement]

Schedule 1: Trademark Assets

MARK	CLASS	REGISTRATION DATE	REGISTRATION NUMBER	STATUS	OWNER
BLOSSOM PURE HAIRCARE	3	6/30/2020	6,091,970	REGISTERED	Regis LLC
DESIGN DEFINE	3	2/23/2021	6,278,460	REGISTERED	Regis LLC
PROTOTYPE (shampoo, conditioner, gels, styling paste, pomades, styling clays, creams, post-shave lotion, beard oils, beard washes, face oils, face washes & moisturizers)	3	8/3/2021	6,442,601	REGISTERED	Regis LLC