

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM780665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SALON CONCEPTS MASTER, LLC		07/29/2022	Limited Liability Company: OHIO
RECEIVING PARTY DATA			
Name:	SALON LOFTS GROUP, LLC		
Street Address:	226 NORTH 5TH STREET		
Internal Address:	SUITE 530		
City:	COLUMBUS		
State/Country:	OHIO		
Postal Code:	43215		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4457915	SALONCONCEPTS	
Registration Number:	3559851	SALON CONCEPTS	
Registration Number:	4270645	THE SUITE LIFE.	
CORRESPONDENCE DATA			
Fax Number:	5134210991		
<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:	513-369-4250		
Email:	ipdocket@porterwright.com		
Correspondent Name:	MARTIN J. MILLER		
Address Line 1:	41 SOUTH HIGH STREET		
Address Line 2:	SUITE 2900		
Address Line 4:	COLUMBUS, OHIO 43215		
ATTORNEY DOCKET NUMBER:	4011567-188548		
NAME OF SUBMITTER:	MARTIN J. MILLER		
SIGNATURE:	/MARTIN J. MILLER/		
DATE SIGNED:	01/13/2023		
Total Attachments: 7			

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ASSIGNMENT OF INTELLECTUAL PROPERTY


- 1. Sale and Transfer of Assets.** For good and valuable consideration, the receipt, adequacy, and legal sufficiency of which are hereby acknowledged, and as contemplated by Section 2.9(a)(v) of that certain Asset Purchase Agreement dated as of July 29, 2022 (the "**Purchase Agreement**"), to which the parties executing this Assignment of Intellectual Property (the "**Assignment**") as transferors (the "**Transferors**"), and **Salon Lofts Group, LLC**, a Delaware limited liability company (the "**Buyer**"), are parties, each Transferor hereby sells, transfers, assigns, conveys, grants, and delivers to Buyer all of such Transferor's right, title, and interest in and to (i) all of the Intellectual Property Assets required to be assigned by him or it pursuant to the Purchase Agreement including the Marks set forth on **Exhibit "A"** attached hereto and the Net Names set forth on **Exhibit "B"** attached hereto (the "**Assigned Assets**") and (ii) the goodwill of the business symbolized by any trademarks, service marks, trade dress, trade names, and domain names among the Assigned Assets, including, without limitation, the Marks set forth on **Exhibit "A"** attached hereto and the Net Names set forth on **Exhibit "B"** attached hereto.
- 2. Further Actions.** Each Transferor covenants and agrees to warrant and defend the sale, transfer, assignment, conveyance, grant, and delivery of the Assigned Assets hereby made by him or it against all persons whomsoever, and to execute such additional documents and to take all additional steps, if any, reasonably necessary to assist Buyer in the recordation or perfection of this assignment, including but not limited to (i) executing and transmitting necessary registrant name change agreements to, and/or to correspond with, the registering entities set forth on **Exhibit "B"** with respect to the Net Names and (ii) executing and transmitting trademark assignments in forms appropriate for recording with the U.S. Patent and Trademark Office to establish the record of Buyer's title to the Assigned Assets and, at the reasonable request of Buyer, to execute and deliver further instruments of transfer and assignment and take such other action as Buyer may reasonably request to more effectively transfer and assign to and vest in Buyer each of the Assigned Assets.
- 3. Terms of the Purchase Agreement.** The terms of the Purchase Agreement, including but not limited to the parties' representations, warranties, covenants, agreements, and indemnities relating to the Assigned Assets are incorporated hereby by this reference. The parties acknowledge and agree that the representations, warranties, covenants, agreements, and indemnities contained in the Purchase Agreement with respect to the Intellectual Property Assets shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.
- 4. Execution in Counterparts.** This Assignment may be executed in one or more counterparts, each of which for all purposes shall be deemed to be an original, but all of which together shall constitute one and the same Assignment. Email, other electronic, or facsimile transmissions of original signatures shall be deemed original signatures.

5. *Defined Terms.* Capitalized terms used but not defined herein shall have the meanings assigned in the Purchase Agreement.

IN WITNESS WHEREOF, Transferors and Buyer have executed this Assignment of Intellectual Property as of July 29, 2022.

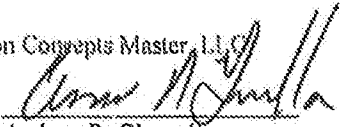
BUYER:

Salon Lofts Group, LLC

By: 
Title: Chief Executive Officer

TRANSFERORS:

Salon Concepts Master, LLC

By: 
Andrew R. Giannella
Sellers' Representative

Each Operating Subsidiary of Salon Concepts Master, LLC:

Salon Concepts Anderson, LLC, an Ohio limited liability company
Salon Concepts Colerain, LLC, an Ohio limited liability company
Salon Concepts Crescent Springs, LLC, an Ohio limited liability company
Salon Concepts Dent, LLC, an Ohio limited liability company
Salon Concepts Fields Erel, LLC, an Ohio limited liability company
Salon Concepts Florence, LLC, an Ohio limited liability company
Salon Concepts Montgomery, LLC, an Ohio limited liability company
Salon Concepts Oakley, LLC, an Ohio limited liability company
Salon Concepts Tri County, LLC, an Ohio limited liability company
Salon Concepts West Chester, LLC, an Ohio limited liability company
Salon Concepts Apple Valley, LLC, a Minnesota limited liability company
Salon Concepts Blaine, LLC, a Minnesota limited liability company

Salon Concepts Burnsville, LLC, a Minnesota limited liability company
Salon Concepts Chanhassen, LLC, a Minnesota limited liability company
Salon Concepts Eden Prairie, LLC, a Minnesota limited liability company
Salon Concepts Edina, LLC, a Minnesota limited liability company
Salon Concepts Minnetonka, LLC, a Minnesota limited liability company
Salon Concepts Richfield, LLC, a Minnesota limited liability company
Salon Concepts Stillwater, LLC, a Minnesota limited liability company
Salon Concepts St. Louis Park, LLC, a Minnesota limited liability company, and
Salon Concepts Uptown, LLC, a Minnesota limited liability company

Each By: Salon Concepts Master, LLC
In Each Case Its: Sole Member and Manager


By: 
Andrew R. Giannella, Authorized Manager

EXHIBIT "A"

Marks

Ohio:

1. Servicemark. The phrase Salon Concepts in Trebuchet MS Bold font with our original "hurricane swirl" logo. The word Salon is in black text. The word Concepts is in Pantone 582 green text. The organic element consists of a swirl of pantone 582 green. Ohio Secretary of State Document #2047621. Originally filed as Document #201125801087. Servicemark renewal filed on September 15, 2021 as Document #202125802588. Class: Medical, veterinary, hygenic, agricultural use, forestry.
2. Servicemark. The phrase Salon Concepts in Trebuchet MS Bold font with our original "hurricane swirl" logo. The word Salon is in black text. The word Concepts is in Pantone 582 green text. The organic element consists of a swirl of pantone 582 green. Ohio Secretary of State Document #2047623. Originally filed as Document #201125801089. Servicemark renewal filed on September 15, 2021 as Document #202125802654. Class: Advertising and business.
3. Servicemark. The phrase The Suite Life in Trebuchet MS Bold font and black text. Ohio Secretary of State Document #2047624. Originally filed as Document #201125801090. Servicemark renewal filed on September 15, 2021 as Document #20212582430. Class: Advertising and business.
4. Servicemark. The phrase The Suite Life in Trebuchet MS Bold font and black text. Ohio Secretary of State Document #2047622. Originally filed as Document #201125801087. Servicemark renewal filed on September 15, 2021 as Document #20212582530. Class: Medical, veterinary, hygenic, agricultural use, forestry.

Each of the servicemarks in 1 through 4, above, is registered under Salon Concepts Master, LLC.

Kentucky:

1. Servicemark. The phrase Salon Concepts – The Suite Life followed by original "hurricane swirl" design. The phrase Salon Concepts is in trebuchet MS bold font with "Salon" in black text and "Concepts" in pantone 582 green text. The phrase "The Suite Life" is in Trebouchet MS bold font and black text. Filed in Classes 35 and 44. Registrant was Salon Concepts Master, LLC. Kentucky Secretary of State Certificate #017873. Registration expired October 21, 2016 and has not been renewed. We submitted, to the Kentucky Secretary of State, a new application for the same mark on

June 13, 2022 (the "Kentucky Submittal"). To the extent that mark is accepted for registration, the mark will be assigned to Buyer with the other Marks.

Minnesota:

1. Assumed Name filing for Salon Concepts (File No. 976164400024 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts Chanhassen, LLC
2. Assumed Name filing for Salon Concepts (File No. 976168400026 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts St. Louis Park, LLC.
3. Assumed Name filing for Salon Concepts (File No. 976171700020 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts Burnsville, LLC.
4. Assumed Name filing for Salon Concepts (File No. 976214100022 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts Richfield, LLC.
5. Assumed Name filing for Salon Concepts (File No. 976216800025 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts Uptown, LLC.
6. Assumed Name filing for Salon Concepts (File No. 976219100027 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts Stillwater, LLC.
7. Assumed Name filing for Salon Concepts (File No. 976160800026 with Minnesota Secretary of State). Filed October 26, 2017. Registrant is Salon Concepts Edina, LLC.
8. Assumed Name filing for Salon Concepts (File No. 1317724000027 with Minnesota Secretary of State). Filed June 13, 2022. Registrant is Salon Concepts Minnetonka, LLC.
9. Assumed Name filing for Salon Concepts (File No. 1317725300024 with Minnesota Secretary of State). Filed June 13, 2022. Registrant is Salon Concepts Eden Prairie, LLC.

10. Assumed Name filing for Salon Concepts (File No. 1317726400027 with Minnesota Secretary of State). Filed June 13, 2022. Registrant is Salon Concepts Apple Valley, LLC.
11. Assumed Name filing for Salon Concepts (File No. 1317727400028 with Minnesota Secretary of State). Filed June 13, 2022. Registrant is Salon Concepts Blaine, LLC.
12. Trademark – Servicemark for “The Suite Life” (File No. 675913900042 with Minnesota Secretary of State). Filed June 7, 2013. Registrant is Salon Concepts Master, LLC
13. Trademark – Servicemark for “The Suite Life” (File No. 675913900054) with Minnesota Secretary of State). Filed June 7, 2013. Registrant is Salon Concepts Master, LLC

United States:

1. Trademark for “SALON CONCEPTS” with the new “clean hurricane swirl” logo. Registration date of December 31, 2013. Registration # 4457915. IC 035; US 100, 101, and 102. Registrant is Salon Concepts Master, LLC.
2. Trademark for “Salon Concepts” with the old “hurricane swirl” logo. Registration date of January 13, 2009. Registration #3559851. IC 044. US 100 and 101. Registrant is Salon Concepts Master, LLC.
3. Trademark for “The Suite Life”. Registration date of January 8, 2013. Registration #4270645. IC 035; US 100, 101, and 102. Registrant is Salon Concepts Master, LLC

EXHIBIT "B"

Net Names

Website: www.salon-concepts.com

Instagram: https://www.instagram.com/salon_concepts/

Facebook:

Minnetonka: <https://www.facebook.com/SCMinnetonka>

Burnsville: <https://www.facebook.com/SCBurnsville>

Apple Valley: <https://www.facebook.com/SCAppleValley>

Chanhassen: <https://www.facebook.com/SCChanhassen>

Edina: <https://www.facebook.com/SCEdina>

Richfield: <https://www.facebook.com/SalonConceptsRichfield>

Eden Prairie: <https://www.facebook.com/SCEdenPrairie>

SLP: <https://www.facebook.com/SalonConceptsSLP>

Uptown: <https://www.facebook.com/SCUptown>

Blaine: <https://www.facebook.com/SCBlaine>

Stillwater: <https://www.facebook.com/SCStillwater>

Anderson: <https://www.facebook.com/SalonConceptsAnderson>

Colerain: <https://www.facebook.com/SCColerain>

Oakley: <https://www.facebook.com/SalonConceptsOakley>

Crescent Springs: <https://www.facebook.com/SCCrescentSprings>

Dent: <https://www.facebook.com/SalonConceptsDent>

Florence: <https://www.facebook.com/SalonConceptsFlorence>

Tri-County: <https://www.facebook.com/SCTriCounty>

Montgomery: <https://www.facebook.com/SalonConceptsMontgomery>

West Chester: <https://www.facebook.com/SCWestChester>

Fields Ertel: <https://www.facebook.com/SCFieldsErtel>

Facebook Groups:

Salon Concepts Minneapolis / St. Paul

Salon Concepts Cincinnati / Northern Kentucky

Salon Concepts YouTube Channel