

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM809297

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900767989		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shiseido Company, Limited		12/28/2017	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	Henkel AG & Co. KGaA		
Street Address:	67 Henkelstrasse		
City:	Duesseldorf		
State/Country:	GERMANY		
Postal Code:	40589		
Entity Type:	Partnership Limited By Shares: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1951088	GREEN MEADOW	
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:	8604667962		
Email:	trademarks@henkel.com		
Correspondent Name:	Henkel Corporation		
Address Line 1:	One Henkel Way		
Address Line 2:	Legal Department - Trademarks		
Address Line 4:	Rocky Hill, CONNECTICUT 06067		
ATTORNEY DOCKET NUMBER:	AG-GREEN MEADOW ASSIGN		
DOMESTIC REPRESENTATIVE			
Name:	Eric Westerberg		
Address Line 1:	One Henkel Way		
Address Line 2:	Legal Department - Trademarks		
Address Line 4:	Rocky Hill, CONNECTICUT 06067		
NAME OF SUBMITTER:	Eric Westerberg		

SIGNATURE:	//eewesterberg//
DATE SIGNED:	05/10/2023

Total Attachments: 40

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this “Assignment”), effective as of December 28, 2017, is made and entered into by and among Shiseido Company, Limited, a joint stock corporation incorporated under the laws of Japan (“Parent”), Shiseido Americas Corporation, a Delaware corporation (“SAC”), Shiseido Professional Inc., a corporation incorporated under the laws of Japan, and Taiwan Shiseido Co., Ltd., a company limited by shares and organized under the laws of Taiwan (each, an “Assignor,” and collectively, the “Assignors”), and Henkel AG & Co. KGaA, a partnership limited by shares and organized under the laws of Germany (“Assignee”) (each a “Party,” and collectively, the “Parties”). Capitalized terms used herein but not otherwise defined herein shall have the meanings set forth in the Purchase Agreement (defined below).

WHEREAS, an Assignor or one of its Affiliates (as used in this Assignment, “Affiliates” excludes the Company and its Subsidiaries) is the owner of the Trademarks included in the Purchased Intellectual Property, together with any and all goodwill symbolized thereby and connected therewith (the “Assigned Trademarks”), including each of the Trademarks set forth on Schedule A hereto;

WHEREAS, Parent, SAC and Henkel Corporation, a Delaware Corporation, entered into that certain Purchase Agreement, dated as of October 26, 2017 (the “Purchase Agreement”), pursuant to which Parent and SAC agreed to, and to cause their relevant Affiliates to, sell, assign, transfer, convey and deliver, and Henkel Corporation has agreed to, or to cause one or more of its Affiliates (any such Affiliate, a “Purchaser Designee”) to, purchase, free and clear of all Encumbrances, the Purchased Assets, including all right, title and interest in, to and under the Assigned Trademarks; and

WHEREAS, Assignee, an Affiliate of Henkel Corporation, is the Purchaser Designee for the Assigned Trademarks.

NOW THEREFORE, for good and valuable consideration, including the premises and covenants set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignment. Effective upon the Closing, each Assignor, on behalf of itself and its Affiliates, hereby sells, assigns, transfers and conveys to Assignee, and Assignee hereby accepts the sale, assignment, transfer and conveyance of, all of its and their right, title and interest in, to and under the Assigned Trademarks, including, as applicable, all goodwill symbolized thereby and connected therewith, all registrations that have been or may be granted thereon, all applications for registrations thereof, all common law rights thereto, all rights therein provided by international conventions and treaties, all rights of priority and renewals, all rights to sue and recover damages and all other remedies for past, present and future infringement, dilution, misappropriation, unlawful imitation or other violation thereof or conflict therewith, the right, if any, to register, prosecute, maintain and defend the Registered Assigned Trademarks before any public or private agency or registrar and all income, royalties, damages and payments now or hereafter due or payable with respect to the Assigned Trademarks; with the foregoing

rights to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors and assigns to the end of the term or terms for which the Assigned Trademarks are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor or any of its Affiliates if this sale, assignment, transfer and conveyance had not been made.

2. Further Assurances. (a) Each Assignor shall, and shall cause each of its applicable Affiliates to, at the request of Assignee, timely execute and deliver any additional documents, including those referenced in Section 2(b) below, and perform such additional acts that may be reasonably necessary to assist Assignee (or its successors, assigns or legal representatives) in the implementation, recordation or perfection of this Assignment and Assignee's interest in, to and under the Assigned Trademarks; provided, however, that as between the Parties, (i) Assignee shall be responsible for the preparation and filing of such additional documents that may be reasonably necessary to record or perfect Assignee's interest in, to and under the Assigned Trademarks (including with any applicable Governmental Authorities), and, subject to clause 2(a)(ii), for any and all costs (including legalization costs), expenses and fees associated therewith and (ii) Assignor shall pay its own costs with respect to any notarization required on Assignor's behalf for the execution and recordation of the sale, assignment, transfer and conveyance of the Assigned Trademarks outside of the United States.

(b) Each Assignor agrees that with respect to the Registered Assigned Trademarks, it will, or will cause its applicable Affiliates to, enter into an assignment agreement in the form set forth in Schedule B hereto (or, with respect to any Registered Assigned Trademarks that are filed, registered or issued in a jurisdiction outside of the United States, an assignment agreement suitable for recording in the relevant jurisdictions with terms and conditions substantially similar to those of the form set forth in Schedule B, except for any different terms and conditions that would be legally necessary in a recordable assignment agreement for the respective local jurisdiction). For the avoidance of doubt, the preparation and filing of the foregoing agreements, and the expenses associated therewith (aside from any notarization required on Assignor's behalf for the execution and recordation of such agreements), shall be the responsibility of Assignee.

(c) If Assignee is unable for any reason to secure an Assignor's or its applicable Affiliate's signature to any document it is entitled to under Section 2(a) hereof, each Assignor, on behalf of itself and its Affiliates, hereby irrevocably designates and appoints Assignee, and Assignee's duly authorized officers, agents and representatives, as its agents and attorneys-in-fact with full power of substitution to act for and on the behalf and instead of such Assignor or the applicable Affiliate of Assignor, to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of this Assignment with the same legal force and effect as if executed by such Assignor or the applicable Affiliate of Assignor. Assignors shall not, and shall cause their Affiliates not to, enter into any agreement in conflict with this Assignment.

3. Due Authorization. To the extent applicable, Assignor hereby authorizes and requests, on behalf of itself and its Affiliates, the Commissioner for Trademarks of the United States Patent and Trademark Office and any other official of any applicable

Governmental Authority to issue any and all registrations from any and all applications for registration included in the Assigned Trademarks to and in the name of Assignee.

4. Governing Law. This Assignment shall be governed by, and construed in accordance with, the Laws of the State of New York. All Actions arising out of, relating to or in connection with this Assignment shall be heard and determined exclusively in any New York federal court sitting in the Borough of Manhattan of the City of New York; provided, however, that if such federal court does not have jurisdiction over such Action, such Action shall be heard and determined exclusively in any New York state court sitting in the Borough of Manhattan of the City of New York.

5. Counterparts. This Assignment may be executed and delivered (including by facsimile transmission or other means of electronic transmission, such as by electronic mail in “pdf” form) in one or more counterparts, and by the different Parties hereto in separate counterparts, each of which when executed shall be deemed to be an original, but all of which taken together shall constitute one and the same agreement.

6. Miscellaneous. (Section 12.04 (Severability), 12.05 (Entire Agreement), 12.07 (Amendment), 12.10 (Specific Performance) and 12.12 (Waiver of Jury Trial) of the Purchase Agreement are incorporated herein by reference, *mutatis mutandis*. In this Assignment, (a) whenever the word “including” is used, it is deemed to be followed by the words “without limitation” and (b) “or” is used in the inclusive sense of “and/or”.

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IN WITNESS WHEREOF, each Party has caused this Assignment to be executed by its duly authorized representative.

SHISEIDO COMPANY, LIMITED

By: 

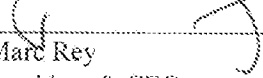
Name: Masahiko Uotani

Title: Representative Director
President and CEO

{Signature Page of Trademark Assignment Agreement}

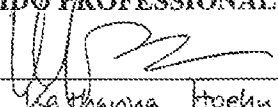
TRADEMARK
REEL: 008067 FRAME: 0006

SHISEIDO AMERICAS CORPORATION

By: 
Name: Marc Rey
Title: President & CEO

{Signature Page of Trademark Assignment Agreement}

SHISEIDO PROFESSIONAL INC.

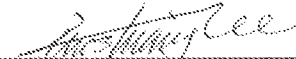
By:  _____

Name: *Katharina Hoehne*

Title: *SVP Global Professional Business Division
Shiseido Co., Ltd.*

[Signature Page of Trademark Assignment Agreement]

TAIWAN SHISEIDO CO., LTD.

By: 
Name: Kuo-Shiang Lee
Title: Chairman

[Signature Page of Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0009

HENKEL AG & CO. KGAA

By: 

Name: Domenico Luca Mammola

Title: Vice President

By: 

Name: Dr. Michael Schmitt

Title: Senior Corporate Counsel

[Signature Page of Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0010

SCHEDULE A
TRADEMARKS

The Trademarks designated with an asterisk "" are assigned solely to the extent of Assignors' or any of their Affiliates' (other than the Company's and its Subsidiaries') right, title or interest therein and no representation or warranty is made with respect to such Trademarks denoted with an asterisk "*".

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Argentina	BAIN DE TERRE W/TEARDROP (Stylized)	2726357	SHISEIDO CO., LTD.	Active Registration	12/9/1994
Argentina	DESIGN FREEDOM	1819458*	SHISEIDO CO., LTD.	Inactive Registration	
Argentina	"S" SENSCIENCE	2306273	SHISEIDO CO., LTD.	Active Registration	8/11/1999
Argentina	SENSCIENCE	2316627	SHISEIDO CO., LTD.	Active Registration	9/22/1999
Argentina	ZOTOS	2082328*	SHISEIDO CO., LTD.	Inactive Registration	
Argentina	ZOTOS	2082326*	SHISEIDO CO., LTD.	Inactive Registration	
Argentina	ZOTOS and Tree	2150483*	SHISEIDO CO., LTD.	Inactive Registration	
Argentina	ZOTOS and Tree	2763233	SHISEIDO CO., LTD.	Active Registration	5/17/1995
Argentina	ZOTOS and Tree	2625940	SHISEIDO CO., LTD.	Active Registration	6/30/1993
Australia	BAIN DE TERRE	587438*	SHISEIDO CO., LTD.	Inactive Registration	
Australia	SENSCIENCE	580465	SHISEIDO CO., LTD.	Active Registration	6/17/1992
Australia	ULTRABOND	488759	SHISEIDO CO., LTD.	Active Registration	6/10/1988

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Australia	ZOTOS	101904	SHISEIDO CO., LTD.	Active Registration	3/22/1950
Australia	ZOTOS	186612	SHISEIDO CO., LTD.	Active Registration	3/18/1964
Australia	ZOTOS DESIGN FREEDOM	416629*	SHISEIDO CO., LTD.	Inactive Registration	
Australia	ZOTOS FEELS SO LIVELY	422360*	SHISEIDO CO., LTD.	Inactive Registration	
Australia	ZOTOS and stylized stick tree design	538481	SHISEIDO CO., LTD.	Active Registration	7/20/1990
Austria	ZOTOS	16618	SHISEIDO CO., LTD.	Active Registration	1/17/1950
Austria	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
Benelux	ACCLAIM	R553766	SHISEIDO CO., LTD.	Active Registration	7/20/1994
Benelux	BAIN DE TERRE	R466250	SHISEIDO CO., LTD.	Active Registration	7/10/1989
Benelux	BAIN DE TERRE W/TEARDROP (Stylized)	R468683	SHISEIDO CO., LTD.	Active Registration	7/10/1989
Benelux	DISTINCTLY DIFFERENT	552825*	SHISEIDO CO., LTD.	Inactive Registration	
Benelux	SENSCIENCE	R526377	SHISEIDO CO., LTD.	Active Registration	2/19/1993
Benelux	ULTRABOND	R449335	SHISEIDO CO., LTD.	Active Registration	7/4/1988

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0012

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Benelux	ZOTOS	R60326	SHISEIDO CO., LTD.	Active Registration	9/28/1971
Benelux	ZOTOS CLASSIC PERFECTION	R552827	SHISEIDO CO., LTD.	Active Registration	7/20/1994
Benelux	ZOTOS and stylized stick tree design	R485618	SHISEIDO CO., LTD.	Active Registration	7/23/1990
Benelux	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
Bermuda	ZOTOS	6291	SHISEIDO CO., LTD.	Active Registration	6/19/1969
Brazil	SENSCIENCE INNER RESTORE INTENSIF	912309865	SHISEIDO CO., LTD.	Active Application	2/15/2017
Brazil	ACCLAIM	818123800	SHISEIDO CO., LTD.	Active Registration	3/4/2008
Brazil	BAIN DE TERRE W/TEARDROP (Stylized)	818142790	SHISEIDO CO., LTD.	Active Registration	5/10/2005
Brazil	HAIRXGENICS	819568724	SHISEIDO CO., LTD.	Active Registration	4/25/2000
Brazil	SENSCIENCE	818106360	SHISEIDO CO., LTD.	Active Registration	10/29/1996
Brazil	SENSCIENCE ENERGEL	820326321	SHISEIDO CO., LTD.	Active Registration	11/28/2000
Brazil	SENSCIENCE MAXIMUM MEMORY	820326330*	SHISEIDO CO., LTD.	Inactive Registration	
Brazil	ZOTOS	818100141*	SHISEIDO CO., LTD.	Inactive Registration	
Brazil	ZOTOS	818100133	SHISEIDO CO., LTD.	Active Registration	4/15/1997
Brazil	ZOTOS and Tree	818100150	SHISEIDO CO., LTD.	Active Registration	10/29/1996
Brazil	ZOTOS and Tree	818100168*	SHISEIDO CO., LTD.	Inactive Registration	
Canada	ULTRABOND	TMA397184	SHISEIDO CO., LTD.	Active Registration	4/17/1992
Canada	ZOTOS	TMDA13183	SHISEIDO CO., LTD.	Active Registration	11/7/1908

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0013

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Canada	ZOTOS DESIGN FREEDOM	TMA308647	SHISEIDO CO., LTD.	Active Registration	11/22/1985
Canada	ZOTOS and stylized stick tree design	TMA397539	SHISEIDO CO., LTD.	Active Registration	4/24/1992
Canada	ACCLAIM	TMA474774	SHISEIDO CO., LTD.	Active Registration	4/15/1997
Canada	BAIN DE TERRE	TMA325742	SHISEIDO CO., LTD.	Active Registration	4/10/1987
Canada	Beeker Housemark	TMA147266	SHISEIDO CO., LTD.	Active Registration	9/23/1966
Canada	CREATIVE FREEDOM	TMA404901	SHISEIDO CO., LTD.	Active Registration	11/13/1992
Canada	DESIGN FORWARD	TMA404903	SHISEIDO CO., LTD.	Active Registration	11/13/1992
Canada	LUSTRON	TMA195899*	SHISEIDO CO., LTD.	Inactive Registration	
Canada	PERPETUAL MOTION	TMA404587	SHISEIDO CO., LTD.	Active Registration	11/6/1992
Canada	RECOVERY COMPLEX	TMA433811	SHISEIDO CO., LTD.	Active Registration	9/30/1994
Canada	S Senscience (stylized S above)	TMA441500	SHISEIDO CO., LTD.	Active Registration	3/31/1995
Canada	SENSCIENCE	TMA429880	SHISEIDO CO., LTD.	Active Registration	8/1/1994
Canada	STRAIGHT SENSE	TMA543320*	SHISEIDO CO., LTD.	Inactive Registration	
Canada	OVERTURE	TMA404902	SHISEIDO CO., LTD.	Active Registration	11/13/1992
Canada	STRIATIONS	TMA404586	SHISEIDO CO., LTD.	Active Registration	11/6/1992
Chile	ACCLAIM	917846	SHISEIDO CO., LTD.	Active Registration	1/31/2011
Chile	BAIN DE TERRE W/TEARDROP (Stylized)	917845	SHISEIDO CO., LTD.	Active Registration	1/31/2011
Chile	DESIGN FREEDOM	917847	SHISEIDO CO., LTD.	Active Registration	1/31/2011
Chile	S Senscience (stylized S above)	1169180	SHISEIDO CO., LTD.	Active Registration	6/18/2015
Chile	SENSCIENCE	1058801	SHISEIDO CO., LTD.	Active Registration	11/26/2013
Chile	ZOTOS	840306	SHISEIDO CO., LTD.	Active Registration	9/9/2008

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0014

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Chile	ZOTOS and Tree	1061402	SHISEIDO CO., LTD.	Active Registration	9/3/2013
China (PRC)	BAIN DE TERRE	711435	SHISEIDO CO., LTD.	Active Registration	10/21/1994
China (PRC)	BAIN DE TERRE in Chinese Characters (Version 2)	760527	SHISEIDO CO., LTD.	Active Registration	8/14/1995
China (PRC)	BAIN DE TERRE W/TEARDROP (Stylized)	711422	SHISEIDO CO., LTD.	Active Registration	10/21/1994
China (PRC)	SENSCIENCE	798018	SHISEIDO CO., LTD.	Active Registration	12/14/1995
China (PRC)	SENSCIENCE in Chinese Characters	763060	SHISEIDO CO., LTD.	Active Registration	8/28/1995
China (PRC)	ZOTOS	710650	SHISEIDO CO., LTD.	Active Registration	10/14/1994
China (PRC)	ZOTOS	271760	SHISEIDO CO., LTD.	Active Registration	12/10/1986
China (PRC)	ZOTOS	383269	SHISEIDO CO., LTD.	Active Registration	11/30/1986
China (PRC)	ZOTOS	383270	SHISEIDO CO., LTD.	Active Registration	11/30/1986
China (PRC)	ZOTOS	274895	SHISEIDO CO., LTD.	Active Registration	1/10/1987
China (PRC)	ZOTOS in Chinese characters (Version 3)	760542	SHISEIDO CO., LTD.	Active Registration	8/14/1995
China (PRC)	ZOTOS in Chinese characters (Version 1)	768458	SHISEIDO CO., LTD.	Active Registration	9/28/1995
China (PRC)	ZOTOS in Chinese characters (Version 1)	755389	SHISEIDO CO., LTD.	Active Registration	7/14/1995
China	嘉珂 露蜜臻闪 (Joico Lumishine)	21823496	SHISEIDO CO., LTD.	Pending	11/8/16
China	ZOTOS KANJI (卓多姿)	1244177	SHISEIDO CO., LTD.	Active Registration	2/7/1999
China	ZOTOS KANJI (卓多姿)	1248862	SHISEIDO CO., LTD.	Active Registration	2/21/1999
China	JOICO HAIR COLOR in Chinese	8519004	SHISEIDO CO., LTD.	Active Registration	11/28/2011
China	JOICO SILK RESULT in Chinese	9031338	SHISEIDO CO., LTD.	Active Registration	1/21/2012
China	JOICO COLOR ENDURE in Chinese	9068780	SHISEIDO CO., LTD.	Active Registration	1/28/2012

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0015

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
China	JOICO Smooth Cure in Chinese	12694446	SHISEIDO CO., LTD.	Active Registration	11/28/2014
China	露蜜臻闪致棕 (JOICO LUMISHINE ULTRA BROWN)	22438648	SHISEIDO CO., LTD.	Pending	12/29/16
China	嘉珂珂培塑卷系列 (JOICO K-PAK Designing)	App. no. not yet assigned	SHISEIDO CO., LTD.	Pending	8/22/2017
China	嘉珂珂培塑形系列 (JOICO K-PAK Neutralizing)	App. no. not yet assigned	SHISEIDO CO., LTD.	Pending	8/22/2017
Colombia	ZOTOS	60511*	SHISEIDO CO., LTD.	Inactive Registration	
Colombia	ZOTOS	60511A*	SHISEIDO CO., LTD.	Inactive Registration	
Costa Rica	ACCLAIM	93398*	SHISEIDO CO., LTD.	Inactive Registration	
Costa Rica	DESIGN FREEDOM	72986*	SHISEIDO CO., LTD.	Inactive Registration	
Costa Rica	BAIN DE TERRE	171431	SHISEIDO CO., LTD.	Active Registration	11/19/2007
Costa Rica	SENSCIENCE INNER RESTORE INTENSIF		SHISEIDO CO., LTD.	Inactive Application	
Costa Rica	SENSCIENCE	119113	SHISEIDO CO., LTD.	Active Registration	3/21/2000
Costa Rica	ZOTOS	22144	SHISEIDO CO., LTD.	Active Registration	11/27/1959
Czech Republic	ZOTOS	196163*	SHISEIDO CO., LTD.	Inactive Registration	
Czech Republic	ZOTOS	178787*	SHISEIDO CO., LTD.	Inactive Registration	
Denmark	SENSCIENCE	VR1993 03441	SHISEIDO CO., LTD.	Active Registration	5/7/1993
Denmark	ULTRABOND	VR199400583*	SHISEIDO CO., LTD.	Inactive Registration	
Denmark	ZOTOS	VR1932 01026	SHISEIDO CO., LTD.	Active Registration	11/19/1932
Denmark	ZOTOS DESIGN FREEDOM	VR 1986 00543*	SHISEIDO CO., LTD.	Inactive Registration	
Denmark	ZOTOS and stylized stick tree design	VR199305207	SHISEIDO CO., LTD.	Active Registration	7/16/1993

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0016

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Dominican Republic	BAIN DE TERRE	96122	SHISEIDO CO., LTD.	Active Registration	4/15/1988
Dominican Republic	SENSCIENCE	96123	SHISEIDO CO., LTD.	Active Registration	4/15/1988
Dominican Republic	ZOTOS	21723	SHISEIDO CO., LTD.	Active Registration	Cannot confirm
Ecuador	ZOTOS	1531*	SHISEIDO CO., LTD.	Inactive Registration	
Egypt	DESIGN FREEDOM	77568*	SHISEIDO CO., LTD.	Inactive Registration	
Egypt	ZOTOS	77569	SHISEIDO CO., LTD.	Active Registration	6/20/1990
Egypt	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
El Salvador	BAIN DE TERRE W/TEARDROP (Stylized)	98/47	SHISEIDO CO., LTD.	Active Registration	1/17/1997
El Salvador	SENSCIENCE	118/43	SHISEIDO CO., LTD.	Active Registration	12/23/1996
El Salvador	ZOTOS	129*	SHISEIDO CO., LTD.	Inactive Registration	
Finland	BAIN DE TERRE	141015*	SHISEIDO CO., LTD.	Inactive Registration	
Finland	SENSCIENCE	130301	SHISEIDO CO., LTD.	Active Registration	1/20/1994
Finland	ZOTOS	42621	SHISEIDO CO., LTD.	Active Registration	2/6/1964
Finland	ZOTOS DESIGN FREEDOM	97481*	SHISEIDO CO., LTD.	Inactive Registration	
Finland	ZOTOS and Tree	130864	SHISEIDO CO., LTD.	Active Registration	2/21/1994
France	ZOTOS	1434825	SHISEIDO CO., LTD.	Active Registration	11/12/1987
France	30-DAY COLOR	1518985	SHISEIDO CO., LTD.	Active Registration	3/14/1989
France	ACCLAIM	1593704	SHISEIDO CO., LTD.	Active Registration	5/23/1990
France	BAIN DE TERRE W/TEARDROP (Stylized)	1482845	SHISEIDO CO., LTD.	Active Registration	8/12/1988

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0017

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
France	PERMANENTE ZOTOS un soin c'est tout	1738450*	SHISEIDO CO., LTD.	Inactive Registration	
France	SENSCIENCE	92413951	SHISEIDO CO., LTD.	Active Registration	4/7/1992
France	ULTRABOND w/color	1511477	SHISEIDO CO., LTD.	Active Registration	1/27/1989
France	ZOTOS	1452137	SHISEIDO CO., LTD.	Active Registration	2/29/1988
Gaza Strip	SENSCIENCE	2023	SHISEIDO CO., LTD.	Active Registration	4/24/1993
Germany	BAIN DE TERRE W/TEARDROP (Stylized)	DE1158138	SHISEIDO CO., LTD.	Active Registration	7/27/1998
Germany	SENSCIENCE	DE2106582	SHISEIDO CO., LTD.	Active Registration	2/10/1993
Germany	ZOTOS	DE609426	SHISEIDO CO., LTD.	Active Registration	4/7/1949
Germany	ZOTOS and Tree	DE2056533	SHISEIDO CO., LTD.	Active Registration	11/19/1992
Greece	ACCLAIM	119964	SHISEIDO CO., LTD.	Active Registration	7/13/1994
Greece	BAIN DE TERRE	F94809*	SHISEIDO CO., LTD.	Inactive Registration	
Greece	DESIGN FREEDOM	D88742	SHISEIDO CO., LTD.	Active Registration	10/3/1984
Greece	hairxgenics (stylized)	142551-552*	SHISEIDO CO., LTD.	Inactive Registration	
Greece	SENSCIENCE	113182	SHISEIDO CO., LTD.	Active Registration	3/11/1993
Greece	STRAIGHT SENSE	142552	SHISEIDO CO., LTD.	Active Registration	12/9/1999
Greece	ZOTOS and Tree	118872	SHISEIDO CO., LTD.	Active Registration	4/22/1994
Greece	ZOTOS ULTRABOND	92000	SHISEIDO CO., LTD.	Active Registration	1/10/1989
Greece	ZOTOS and Tree	118872	SHISEIDO CO., LTD.	Active Registration	
Greece	ZOTOS	99243	SHISEIDO CO., LTD.	Active Registration	5/29/1990
Guatemala	BAIN DE TERRE W/TEARDROP (Stylized)	66648	SHISEIDO CO., LTD.	Active Registration	5/26/1992

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0018

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Guatemala	DESIGN FREEDOM	66647	SHISEIDO CO., LTD.	Active Registration	5/26/1992
Guatemala	ZOTOS	15570*	SHISEIDO CO., LTD.	Inactive Registration	
Honduras	DESIGN FREEDOM	52915*	SHISEIDO CO., LTD.	Inactive Registration	
Honduras	ZOTOS	14215*	SHISEIDO CO., LTD.	Inactive Registration	
Hong Kong	BAIN DE TERRE W/TEARDROP (Stylized)	199204441*	SHISEIDO CO., LTD.	Inactive Registration	
Hong Kong	HAIRxPOTHICS (STYLIZED)	811211997*	SHISEIDO CO., LTD.	Inactive Registration	
Hong Kong	SENSCIENCE	1994B02530	SHISEIDO CO., LTD.	Active Registration	6/25/1992
Hong Kong	ZOTOS	19590175	SHISEIDO CO., LTD.	Active Registration	11/5/1958
Hong Kong	ZOTOS KANJI	1998B12973	SHISEIDO CO., LTD.	Active Registration	7/24/1997
Hong Kong	ZOTOS KANJI	199905696	SHISEIDO CO., LTD.	Active Registration	12/29/1997
Hong Kong	ZOTOS PRO TEC (STYLIZED)	200006401*	SHISEIDO CO., LTD.	Inactive Registration	
Hong Kong	ZOTOS and Tree	199407978	SHISEIDO CO., LTD.	Active Registration	10/1/1992
Hong Kong	ZOTOS and Tree	199502111	SHISEIDO CO., LTD.	Active Registration	10/1/1992
Hong Kong	ZOTOS and Tree	199502110	SHISEIDO CO., LTD.	Active Registration	10/1/1992
Hong Kong	ZOTOS and Tree	199407116	SHISEIDO CO., LTD.	Active Registration	10/1/1992
Hungary	BAIN DE TERRE W/TEARDROP (Stylized)	158717	SHISEIDO CO., LTD.	Active Registration	4/9/1998
Hungary	ZOTOS	143030	SHISEIDO CO., LTD.	Active Registration	10/21/1994
Indonesia	ZOTOS	IDM000386836	SHISEIDO CO., LTD.	Active Registration	11/10/2012
Indonesia	FORMULATED BY ZOTOS LABORATORIES NEW YORK.TOKYO in Broken Oval Design	IDM000138217	SHISEIDO CO., LTD.	Active Registration	8/11/2007

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0019

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Indonesia	FORMULATED BY ZOTOS LABORATORIES NEW YORK.TOKYO in Broken Oval Design	418440	SHISEIDO CO., LTD.	Active Registration	
Indonesia	FORMULATED BY ZOTOS LABORATORIES NEW YORK.TOKYO in Broken Oval Design	IDM000138219	SHISEIDO CO., LTD.	Active Registration	8/11/2007
Indonesia	ZOTOS RX	IDM000094186*	SHISEIDO CO., LTD.	Expired on 2/8/15	
Indonesia	ZOTOS and Tree	IDM000094185	SHISEIDO CO., LTD.	Active Registration	2/8/2005
Indonesia	I.COLOR	*	SHISEIDO CO., LTD.	Inactive Application	
Indonesia	ISO OPTION	*	SHISEIDO CO., LTD.	Inactive Application	
Indonesia	SENSCIENCE	D002016004663	SHISEIDO CO., LTD.	Active Application	1/29/2016
Indonesia	hairxgenics (stylized)	IDM000113300*	Shiseido Company Ltd	Inactive Registration	
International Register	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
Ireland	ZOTOS	30164*	SHISEIDO CO., LTD.	Inactive Registration	
Israel	BAIN DE TERRE W/TEARDROP (Stylized)	73377	SHISEIDO CO., LTD.	Active Registration	8/16/1989
Israel	DESIGN FREEDOM	68528	SHISEIDO CO., LTD.	Active Registration	2/18/1988
Israel	SENSCIENCE	86381	SHISEIDO CO., LTD.	Active Registration	2/12/1993
Israel	ULTRABOND	73376	SHISEIDO CO., LTD.	Active Registration	8/16/1989
Israel	ZOTOS	20147	SHISEIDO CO., LTD.	Active Registration	9/22/1961
Israel	ZOTOS and Tree	85261	SHISEIDO CO., LTD.	Active Registration	11/9/1992
Israel	ZOTOS 30-DAY COLOR	68517	SHISEIDO CO., LTD.	Active Registration	2/16/1988
Italy	BAIN DE TERRE W/TEARDROP (Stylized)	302008901657444	SHISEIDO CO., LTD.	Active Registration	10/7/1988
Italy	DESIGN FREEDOM	302007901513312	SHISEIDO CO., LTD.	Active Registration	8/5/1987

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0020

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Italy	SENSCIENCE	302012902032802	SHISEIDO CO., LTD.	Active Registration	2/7/1992
Italy	ULTRABOND	302008901650781	SHISEIDO CO., LTD.	Active Registration	8/10/1998
Italy	ZOTOS ACCLAIM	302014902271077	SHISEIDO CO., LTD.	Active Registration	7/27/1994
Italy	ZOTOS CLASSIC PERFECTION	302014902271076	SHISEIDO CO., LTD.	Active Registration	7/27/1994
Italy	ZOTOS W/HOUSEMARK	508025*	SHISEIDO CO., LTD.	Inactive Registration	
Italy	ZOTOS and Tree	302010901858130	SHISEIDO CO., LTD.	Active Registration	7/20/1990
Italy	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
Jamaica	ZOTOS	25859	SHISEIDO CO., LTD.	Active Registration	4/28/1993
Japan	DESIGN FREEDOM	2390116	SHISEIDO CO., LTD.	Active Registration	3/31/1992
Japan	HOUSEMARK	773413	SHISEIDO CO., LTD.	Active Registration	3/8/1968
Japan	LARGER THAN LIFE ラージャーザンライフ	5284888	SHISEIDO CO., LTD.	Active Registration	12/4/2009
Japan	ZOTOS ゾートス	314075	SHISEIDO CO., LTD.	Active Registration	3/14/1939
Japan	ZOTOS ゾートス	315604	SHISEIDO CO., LTD.	Active Registration	4/21/1939
Japan	ZOTOS CREME PEROXIDE ゾートス クリームピロキサイド	1380578	SHISEIDO CO., LTD.	Active Registration	6/29/1979
Japan	ZOTOS DESIGNING LINE	2186610	SHISEIDO CO., LTD.	Active Registration	11/28/1989
Japan	ZOTOS and Tree	3204273*	SHISEIDO CO., LTD.	Inactive Registration	
Japan	ZOTOS and Tree	3129816	SHISEIDO CO., LTD.	Active Registration	3/29/1996
Japan	ZOTOS and Tree	3178758	SHISEIDO COMPANY, LTD.	Active Registration	7/31/1996
Japan	ZOTOZ (STYLIZED)	268279	SHISEIDO CO., LTD.	Active Registration	9/7/1935


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TRADEMARK
REEL: 008067 FRAME: 0021

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Japan	ZOTOS	3005599	SHISEIDO CO., LTD.	Active Registration	9/30/1994
Japan	ZOTOS SALON ゾートスサロン	3263290	SHISEIDO CO., LTD.	Active Registration	2/24/1997
Japan	ZOTOS	3281601	SHISEIDO CO., LTD.	Active Registration	4/18/1997
Japan	ゾートス ZOTOS	4503079	SHISEIDO CO., LTD.	Active Registration	8/31/2001
Japan	ZOTOS RX	3287120	SHISEIDO CO., LTD.	Active Registration	4/25/1997
Japan	ZOTOS RX	3281602	SHISEIDO CO., LTD.	Active Registration	4/18/1997
Japan	ゾートス RX-M	4152015	SHISEIDO CO., LTD.	Active Registration	6/5/1998
Japan	ゾートス RX-P	4152016	SHISEIDO CO., LTD.	Active Registration	6/5/1998
Japan	ゾートス RX-T	4152017	SHISEIDO CO., LTD.	Active Registration	1998/6/5
Japan	ゾートス RX-S	4152018	SHISEIDO CO., LTD.	Active Registration	6/5/1998
Japan	FORMULATED BY ZOTOS LABORATORIES NEW YORK・TOKYO	4205709	SHISEIDO CO., LTD.	Active Registration	10/30/1998
Japan	FORMULATED BY ZOTOS LABORATORIES NEW YORK・TOKYO	4236452	SHISEIDO CO., LTD.	Active Registratioin	2/5/1999
Japan	FORMULATED BY ZOTOS LABORATORIES NEW YORK・TOKYO	4247916	SHISEIDO CO., LTD.	Active Registration	3/12/1999
Japan	ZOTOS and Tree	4512853	SHISEIDO CO., LTD.	Active Registration	10/12/2001
Japan	ZOTOS ゾートス	4971985	SHISEIDO CO., LTD.	Active Registration	7/21/2006
Japan		2057613	SHISEIDO CO., LTD.	Active Registration	6/24/1988

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0022

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
	ゾートストリートメントブローの☒ 形 (Zotos Treatment Blow) 				
Japan	バンデテール BAIN DE TERRE	3072981	SHISEIDO CO., LTD.	Active Registration	8/31/1995
Japan	BAIN DE TERRE バンデテール	4889856	SHISEIDO CO., LTD.	Active Registration	8/26/2005
Japan	SENSCIENCE	3317885	SHISEIDO CO., LTD.	Active Registration	5/30/1997
Japan	"S" SENSCIENCE	4414091	SHISEIDO CO., LTD.	Active Registration	9/1/2000
Japan	QUANTUM	5049608	SHISEIDO PROFESSIONAL INC.	Active Registration	5/25/2007
Jordan	BAIN DE TERRE W/TEARDROP (Stylized)	34358	SHISEIDO CO., LTD.	Active Registration	3/16/1994
Jordan	SENSCIENCE	32220	SHISEIDO CO., LTD.	Active Registration	5/22/1993
Jordan	ZOTOS	34791	SHISEIDO CO., LTD.	Active Registration	4/1/1994
Jordan	ZOTOS DESIGN FREEDOM	43805	SHISEIDO CO., LTD.	Active Registration	9/14/1996
Jordan	ZOTOS and Tree	31339	SHISEIDO CO., LTD.	Active Registration	12/29/1992
Lebanon	BAIN DE TERRE W/TEARDROP (Stylized)	109824	Shiseido Company, Limited	Active Registration	11/20/1991
Lebanon	DESIGN FREEDOM	109823	Shiseido Company, Limited	Active Registration	11/20/1991
Lebanon	ZOTOS	35216	Shiseido Company, Limited	Active Registration	2/15/1978
Lebanon	ZOTOS and Tree	115003	Shiseido Company, Limited	Active Registration	12/29/1992
Lesotho	ZOTOS	LS/M/93/00371	SHISEIDO CO., LTD.	Active Registration	4/8/1993
Liechtenstein	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
Malawi	ZOTOS	MW/TM/1958/001 313	SHISEIDO CO., LTD.	Active Registration	5/1/1958

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TRADEMARK
REEL: 008067 FRAME: 0023

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Malaysia	BAIN DE TERRE W/ TEARDROP (Stylized)	89003617*	SHISEIDO CO., LTD.	Inactive Registration	
Malaysia	DESIGN FREEDOM	89003615	SHISEIDO CO., LTD.	Active Registration	6/20/1989
Malaysia	SENSCIENCE	92005084	SHISEIDO CO., LTD.	Active Registration	7/24/1992
Malaysia	ZOTOS	M/40639	SHISEIDO CO., LTD.	Active Registration	10/10/1963
Malaysia	ZOTOS PRO TEC (STYLIZED)	97002656*	SHISEIDO CO., LTD.	Inactive Registration	
Malaysia	ZOTOS RX DESIGNING	96007917*	SHISEIDO CO., LTD.	Inactive Registration	
Malaysia	ZOTOS and Tree	92008708	SHISEIDO CO., LTD.	Active Registration	12/11/1992
Malaysia	ZOTOS and Tree	92008710	SHISEIDO CO., LTD.	Active Registration	12/11/1992
Malaysia	ZOTOS and Tree	92008711	SHISEIDO CO., LTD.	Active Registration	12/11/1992
Malaysia	ZOTOS and Tree	92008709	SHISEIDO CO., LTD.	Active Registration	12/11/1992
Malta	BAIN DE TERRE W/TEARDROP (Stylized)	20891	Shiseido Company, Ltd.	Active Registration	9/23/1991
Malta	SENSCIENCE	22168	Shiseido Company, Ltd.	Active Registration	2/12/1993
Malta	ZOTOS	20888	Shiseido Company, Ltd.	Active Registration	9/23/1991
Malta	ZOTOS and stylized stick tree design	21913	SHISEIDO COMPANY, LTD.	Active Registration	11/3/1992
Mexico	ACCLAIM	469350	SHISEIDO CO., LTD.	Active Registration	7/5/1994
Mexico	BAIN DE TERRE	884957	SHISEIDO CO., LTD.	Active Registration	5/30/2005
Mexico	DESIGN FREEDOM	384761	SHISEIDO CO., LTD.	Active Registration	10/24/1989
Mexico	DESIGN FREEDOM	384762	SHISEIDO CO., LTD.	Active Registration	10/24/1989
Mexico	hairxgenics (stylized)	538173*	SHISEIDO CO., LTD.	Inactive Registration	
Mexico	S Senscience (stylized S above)	452218	SHISEIDO CO., LTD.	Active Registration	11/23/1993
Mexico	SENSCIENCE	429526	SHISEIDO CO., LTD.	Active Registration	3/10/1992

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TRADEMARK
REEL: 008067 FRAME: 0024

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Mexico	ZOTOS	240187	SHISEIDO CO., LTD.	Active Registration	5/23/1979
Mexico	ZOTOS	385506	SHISEIDO CO., LTD.	Active Registration	6/14/1990
Mexico	ZOTOS CLASSIC PERFECTION	478075	SHISEIDO CO., LTD.	Active Registration	8/10/1994
Mexico	ZOTOS and stylized stick tree design	402450	SHISEIDO CO., LTD.	Active Registration	4/4/1990
Mexico	ZOTOS and stylized stick tree design	457091	SHISEIDO CO., LTD.	Active Registration	11/6/1992
Monaco	LUSTRONAL	301261*	SHISEIDO CO., LTD.	Inactive Registration	
Namibia (S.W.A.)	ZOTOS DESIGN FREEDOM	1984/01339	SHISEIDO CO., LTD.	Active Registration	11/13/1984
Namibia (S.W.A.)	ZOTOS and Tree	1993/00284*	SHISEIDO CO., LTD.	Inactive Registration	
New Zealand	BAIN DE TERRE W/TEARDROP (Stylized)	193272	SHISEIDO CO., LTD.	Active Registration	5/18/1989
New Zealand	hairxgenics (stylized)	266936	SHISEIDO CO., LTD.	Active Registration	9/12/1996
New Zealand	RECOVERY COMPLEX	266393	SHISEIDO CO., LTD.	Active Registration	8/28/1996
New Zealand	SENSCIENCE	267405	SHISEIDO CO., LTD.	Active Registration	9/25/1996
New Zealand	S Senscience (stylized S above)	267406	SHISEIDO CO., LTD.	Active Registration	9/25/1996
New Zealand	ZOTOS	49225	SHISEIDO CO., LTD.	Active Registration	6/1/1950
New Zealand	ZOTOS 30 DAY COLOR	157399*	SHISEIDO CO., LTD.	Inactive Registration	
New Zealand	ZOTOS DESIGN FREEDOM	268898	SHISEIDO CO., LTD.	Active Registration	10/31/1996
New Zealand	ZOTOS FEELS SO LIVELY	157400*	SHISEIDO CO., LTD.	Inactive Registration	
New Zealand	ZOTOS and stylized stick tree design	267407	SHISEIDO CO., LTD.	Active Registration	9/25/1996
New Zealand	ZOTOS LABORATORIES & DEVICE	279440	SHISEIDO CO., LTD.	Active Registration	7/9/1997
New Zealand	ZOTOS LABORATORIES & DEVICE	279441	SHISEIDO CO., LTD.	Active Registration	7/9/1997

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0025

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Nicaragua	SENSCIENCE	2017002086	SHISEIDO CO., LTD.	Active Application	5/31/2017
Nicaragua	ZOTOS	4718	SHISEIDO CO., LTD.	Active Registration	12/12/1975
Northern Province/RSA	ZOTOS	1945/00095	SHISEIDO CO., LTD.	Active Registration	1/13/1945
Northern Province/RSA	ZOTOS DESIGN FREEDOM	1984/09798*	SHISEIDO CO., LTD.	Inactive Registration	
Norway	BAIN DE TERRE W/TEARDROP (Stylized)	143482	SHISEIDO CO., LTD.	Active Registration	11/29/1990
Norway	SENSCIENCE	167652	SHISEIDO CO., LTD.	Active Registration	4/27/1995
Norway	ZOTOS	20556	SHISEIDO CO., LTD.	Active Registration	10/26/1932
Norway	ZOTOS CLASSIC PERFECTION	186229	SHISEIDO CO., LTD.	Active Registration	11/6/1997
Norway	ZOTOS DESIGN FREEDOM	128263*	SHISEIDO CO., LTD.	Inactive Registration	
Norway	ZOTOS and stylized stick tree design	164628	SHISEIDO CO., LTD.	Active Registration	9/22/1994
Panama	BAIN DE TERRE W/TEARDROP (Stylized)	106382	SHISEIDO CO., LTD.	Active Registration	3/31/2000
Panama	DESIGN FREEDOM	101667	SHISEIDO CO., LTD.	Active Registration	7/16/1999
Panama	SENSCIENCE	67619	SHISEIDO CO., LTD.	Active Registration	11/13/1996
Panama	ZOTOS	6967	SHISEIDO CO., LTD.	Active Registration	6/28/1961
Panama	ZOTOS and Tree	102757	SHISEIDO CO., LTD.	Active Registration	9/15/1999
Panama	ZOTOS	34370*	SHISEIDO CO., LTD.	Inactive Registration	
Paraguay	SENSCIENCE INNER RESTORE INTENSIF	86582017	Shiseido Americas Corporation	Active Application	5/2/2017
Paraguay	SENSCIENCE INNER RESTORE INTENSIF	261342017	Shiseido Americas Corporation	Active Application	2/20/2017
Paraguay	SENSCIENCE INNER RESTORE INTENSIF	26134/2017	SHISEIDO CO., LTD.	Active Application	5/2/2017
Peru	BAIN DE TERRE W/TEARDROP (Stylized)	P00012563	SHISEIDO CO., LTD.	Active Registration	1/23/1995

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TRADEMARK
REEL: 008067 FRAME: 0026

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Peru	"S" SENSCIENCE (SYLIZED)	P00012955	SHISEIDO CO., LTD.	Active Registration	1/27/1995
Peru	ZOTOS	PI0090111	SHISEIDO CO., LTD.	Active Registration	3/21/1991
Peru	ZOTOS and Tree	P00012856	SHISEIDO CO., LTD.	Active Registration	1/27/1995
Philippines	ZOTOS and stylized stick tree design	4-1996-107446	SHISEIDO CO., LTD.	Active Registration	4/12/2000
Poland	ZOTOS	R-97725	SHISEIDO CO., LTD.	Active Registration	11/3/1994
Portugal	BAIN DE TERRE W/TEARDROP (Stylized)	261592*	SHISEIDO CO., LTD.	Inactive Registration	
Portugal	SENSCIENCE	290396	SHISEIDO CO., LTD.	Active Registration	5/23/1994
Portugal	ZOTOS DESIGN FREEDOM	261591	SHISEIDO CO., LTD.	Active Registration	8/10/1992
Portugal	ZOTOS and Tree	290615	SHISEIDO CO., LTD.	Active Registration	7/1/1994
Russia	ACCLAIM	140206	SHISEIDO CO., LTD.	Active Registration	12/23/1994
Russia	BAIN DE TERRE W/TEARDROP (Stylized)	140207*	SHISEIDO CO., LTD.	Inactive Registration	
Russia	SENSCIENCE	142086	SHISEIDO CO., LTD.	Active Registration	12/13/1994
Russia	ZOTOS	142085	SHISEIDO CO., LTD.	Active Registration	12/13/1994
Russia	ZOTOS and Tree	142087	SHISEIDO CO., LTD.	Active Registration	12/13/1994
Saudi Arabia	BAIN DE TERRE W/TEARDROP (Stylized)	141504133	SHISEIDO CO., LTD.	Active Registration	Cannot confirm
Saudi Arabia	SENSCIENCE	141302332	SHISEIDO CO., LTD.	Active Registration	Cannot confirm
Saudi Arabia	ZOTOS and Tree	141300245	SHISEIDO CO., LTD.	Active Registration	Cannot confirm
Singapore	BAIN DE TERRE W/TEARDROP (Stylized)	T8702335E	SHISEIDO CO., LTD.	Active Registration	5/20/1987
Singapore	SENSCIENCE	T9701425A	SHISEIDO CO., LTD.	Active Registration	2/5/1997
Singapore	ULTRABOND	T8905172J*	SHISEIDO CO., LTD.	Inactive Registration	
Singapore	ZOTOS	T5824078E	SHISEIDO CO., LTD.	Active Registration	10/29/1958
Singapore	ZOTOS and Tree	T9209349H	SHISEIDO CO., LTD.	Active Registration	12/5/1992

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TRADEMARK
REEL: 008067 FRAME: 0027

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Singapore	ZOTOS KANJI 卓多姿	T9714455D	SHISEIDO CO., LTD.	Active Registration	11/26/1997
Slovak Republic	ZOTOS	178787	SHISEIDO CO., LTD.	Active Registration	9/9/2013
South Africa	ACCLAIM	1993/10708	SHISEIDO CO., LTD.	Active Registration	11/15/1993
South Africa	SENSCIENCE	1993/00941	SHISEIDO CO., LTD.	Active Registration	2/10/1993
South Africa	ZOTOS	1945/00095	SHISEIDO CO., LTD.	Active Registration	1/13/1953
South Africa	ZOTOS and Tree	1992/9421	SHISEIDO CO., LTD.	Active Registration	11/4/1992
South Korea	BAIN DE TERRE	40-0202786	SHISEIDO CO., LTD.	Active Registration	10/12/1990
South Korea	BAIN DE TERRE	40-0202787	SHISEIDO CO., LTD.	Active Registration	10/12/1990
South Korea	BAIN DE TERRE	40-0765856	SHISEIDO CO., LTD.	Active Registration	10/21/2008
South Korea	BAIN DE TERRE	40-0765857	SHISEIDO CO., LTD.	Active Registration	10/21/2008
South Korea	DESIGN FREEDOM	40-151517	SHISEIDO CO., LTD.	Active Registration	10/5/1994
South Korea	ZOTOS	40-252284*	SHISEIDO CO., LTD.	Inactive Registration	
South Korea	ZOTOS and stylized stick tree design	40-227506	SHISEIDO CO., LTD.	Active Registration	12/5/1991
South Korea	ZOTOS and stylized stick tree design	40-225433	SHISEIDO CO., LTD.	Active Registration	11/7/1991
Spain	BAIN DE TERRE W/TEARDROP (Stylized)	M1513735	SHISEIDO CO., LTD.	Active Registration	7/26/1989
Spain	hairxgenics (stylized)	2054778*	SHISEIDO CO., LTD.	Inactive Registration	
Spain	SENSCIENCE	M1686532	SHISEIDO CO., LTD.	Active Registration	2/25/1992
Spain	ZOTOS	M1233150	SHISEIDO CO., LTD.	Active Registration	12/4/1987
Spain	ZOTOS	M0400237	SHISEIDO CO., LTD.	Active Registration	4/10/1962
Spain	ZOTOS DESIGN FREEDOM	M1515663	SHISEIDO CO., LTD.	Active Registration	8/7/1989
Spain		M1916329	SHISEIDO CO., LTD.	Active Registration	8/1/1994

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0028

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Spain	LUSTRONAL	301261 *	SHISEIDO CO., LTD.	Inactive Registration	
Sweden	BAIN DE TERRE W/TEARDROP (Stylized)	225699	SHISEIDO CO., LTD.	Active Registration	8/16/1991
Sweden	HAIRXGENICS	325686	SHISEIDO CO., LTD.	Active Registration	11/28/1997
Sweden	SENSCIENCE	261029	SHISEIDO CO., LTD.	Active Registration	9/30/1994
Sweden	ZOTOS	41131	SHISEIDO CO., LTD.	Active Registration	10/31/1932
Sweden	ZOTOS SILK LINE	307227*	SHISEIDO CO., LTD.	Inactive Registration	
Sweden	ZOTOS TEXTURE CARE	312654*	SHISEIDO CO., LTD.	Inactive Registration	
Sweden	ZOTOS and Tree	237567	SHISEIDO CO., LTD.	Active Registration	7/10/1992
Sweden	ZOTOS and Tree	241543	SHISEIDO CO., LTD.	Active Registration	10/16/1992
Switzerland	BAIN DE TERRE	P-364629	SHISEIDO CO., LTD.	Active Registration	4/20/1988
Switzerland	SENSCIENCE	P-406274	SHISEIDO CO., LTD.	Active Registration	3/12/1993
Switzerland	ULTRABOND	P-375151	SHISEIDO CO., LTD.	Active Registration	8/3/1989
Switzerland	ZOTOS ACCLAIM	P-431936*	SHISEIDO CO., LTD.	Inactive Registration	
Switzerland	ZOTOS and Tree	P-384028	SHISEIDO CO., LTD.	Active Registration	7/25/1990
Switzerland	ZOTOS	2P-276674*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan	ZOTOS KANJI (卓多姿)	842505	SHISEIDO CO., LTD.	Active Registration	3/16/1993
Taiwan	ZOTOS LABORATORIES & DEVICE	834233	SHISEIDO CO., LTD.	Active Registration	1/16/1999
Taiwan	ZOTOS LABORATORIES & DEVICE	836170	SHISEIDO CO., LTD.	Active Registration	1/16/1999
Taiwan (R.O.C.)	ZOTOS	620886	SHISEIDO CO., LTD.	Active Registration	11/16/1993

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0029

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Taiwan (R.O.C.)	ACCLAIM	760477*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	ACCLAIM PLUS	760611*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	芳迪蒂爾BAIN DE TERRE	615280	SHISEIDO CO., LTD.	Active Registration	10/16/1993
Taiwan (R.O.C.)	BAIN DE TERRE in Chinese Characters (Version 1)	622023	SHISEIDO CO., LTD.	Active Registration	12/1/1993
Taiwan (R.O.C.)	BAIN DE TERRE in Chinese Characters (Version 1)	615102	SHISEIDO CO., LTD.	Active Registration	10/16/1993
Taiwan (R.O.C.)	BAIN DE TERRE W/TEARDROP (Stylized)	479605	SHISEIDO CO., LTD.	Active Registration	4/1/1990
Taiwan (R.O.C.)	BAIN DE TERRE W/TEARDROP (Stylized)	479697	SHISEIDO CO., LTD.	Active Registration	4/1/1990
Taiwan (R.O.C.)	BAIN DE TERRE W/TEARDROP (Stylized)	481525	SHISEIDO CO., LTD.	Active Registration	4/16/1990
Taiwan (R.O.C.)	BAIN DE TERRE W/TEARDROP (Stylized)	475376	SHISEIDO CO., LTD.	Active Registration	2/16/1990
Taiwan (R.O.C.)	Beeker Housemark	628600	SHISEIDO CO., LTD.	Active Registration	1/16/1994
Taiwan (R.O.C.)	DESIGN FREEDOM	735109	SHISEIDO CO., LTD.	Active Registration	11/16/1996
Taiwan (R.O.C.)	DESIGN FREEDOM	658337	SHISEIDO CO., LTD.	Active Registration	10/16/1994
Taiwan (R.O.C.)	DESIGN FREEDOM	663435	SHISEIDO CO., LTD.	Active Registration	12/16/1994
Taiwan (R.O.C.)	DESIGN FREEDOM in Chinese Characters	644430	SHISEIDO CO., LTD.	Active Registration	6/1/1994
Taiwan (R.O.C.)	DESIGN FREEDOM in Chinese Characters	638319	SHISEIDO CO., LTD.	Active Registration	4/1/1994
Taiwan (R.O.C.)	DESIGN FREEDOM in Chinese Characters	635858	SHISEIDO CO., LTD.	Active Registration	3/16/1994
Taiwan (R.O.C.)	ELLUGE	575298*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	Rx (w/Chinese)	750672	SHISEIDO CO., LTD.	Active Registration	3/1/1997
Taiwan (R.O.C.)	SENSCIENCE	593224	SHISEIDO CO., LTD.	Active Registration	4/16/1993


[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0030

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Taiwan (R.O.C.)	SENSCIENCE	593334	SHISEIDO CO., LTD.	Active Registration	4/16/1993
Taiwan (R.O.C.)	SENSCIENCE in Chinese Characters	622022	SHISEIDO CO., LTD.	Active Registration	12/1/1993
Taiwan (R.O.C.)	SENSCIENCE	585816	SHISEIDO CO., LTD.	Active Registration	2/16/1993
Taiwan (R.O.C.)	SENSCIENCE	585826	SHISEIDO CO., LTD.	Active Registration	2/16/1993
Taiwan (R.O.C.)	SENSCIENCE in Chinese Characters	611514	SHISEIDO CO., LTD.	Active Registration	9/16/1993
Taiwan (R.O.C.)	SENSCIENCE	587912	SHISEIDO CO., LTD.	Active Registration	3/1/1993
Taiwan (R.O.C.)	SENSCIENCE	587968	SHISEIDO CO., LTD.	Active Registration	3/1/1993
Taiwan (R.O.C.)	SENSCIENCE in Chinese Characters	615101	SHISEIDO CO., LTD.	Active Registration	10/16/1993
Taiwan (R.O.C.)	SENSCIENCE	584321	SHISEIDO CO., LTD.	Active Registration	2/1/1993
Taiwan (R.O.C.)	SENSCIENCE	584355	SHISEIDO CO., LTD.	Active Registration	2/1/1993
Taiwan (R.O.C.)	SENSCIENCE in Chinese Characters	615279	SHISEIDO CO., LTD.	Active Registration	10/16/1993
Taiwan (R.O.C.)	SENSCIENCE (STYLIZED)	709954	SHISEIDO CO., LTD.	Active Registration	3/16/1996
Taiwan (R.O.C.)	ZOTOS in Chinese Characters	622021	SHISEIDO CO., LTD.	Active Registration	12/1/1993
Taiwan (R.O.C.)	ZOTOS	625830	SHISEIDO CO., LTD.	Active Registration	1/1/1994
Taiwan (R.O.C.)	ZOTOS in Chinese Characters	615100	SHISEIDO CO., LTD.	Active Registration	10/16/1993
Taiwan (R.O.C.)	ZOTOS	623816	SHISEIDO CO., LTD.	Active Registration	12/16/1993
Taiwan (R.O.C.)	ZOTOS in Chinese Characters	616223*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	ZOTOS DESIGN FREEDOM	739138	SHISEIDO CO., LTD.	Active Registration	12/16/1996
Taiwan (R.O.C.)	ZOTOS DESIGN FREEDOM	658286	SHISEIDO CO., LTD.	Active Registration	10/16/1994
Taiwan (R.O.C.)	ZOTOS DESIGN FREEDOM	663413	SHISEIDO CO., LTD.	Active Registration	12/16/1994
Taiwan (R.O.C.)	ZOTOS DESIGN FREEDOM	620884*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	ZOTOS in Chinese characters	611512	SHISEIDO CO., LTD.	Active Registration	9/16/1993

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0031

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
	(Version 2)				
Taiwan (R.O.C.)	ZOTOS in Chinese characters (Version 2)	615278	SHISEIDO CO., LTD.	Active Registration	10/16/1993
Taiwan (R.O.C.)	ZOTOS PROTEC	782588*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	ZOTOS RX DESIGNING	788274*	SHISEIDO CO., LTD.	Inactive Registration	
Taiwan (R.O.C.)	ZOTOS and Tree	609917	SHISEIDO CO., LTD.	Active Registration	9/1/1993
Taiwan (R.O.C.)	ZOTOS and Tree	598352	SHISEIDO CO., LTD.	Active Registration	5/16/1993
Taiwan (R.O.C.)	ZOTOS and stylized stick tree design	1661925	SHISEIDO CO., LTD.	Active Registration	9/1/2014
Taiwan (R.O.C.)	 聖善絲及圖 SENSCIENCES	112561	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/15/1998
Taiwan (R.O.C.)	漾活導水素 (Intense Hydrator)	1601031	TAIWAN SHISEIDO CO., LTD.	Active Registration	3/29/2013
Taiwan (R.O.C.)	激紅 (Xtra Red)	1620899	TAIWAN SHISEIDO CO., LTD.	Active Registration	6/14/2013
Taiwan (R.O.C.)	培麗 (Vero)	1636710	TAIWAN SHISEIDO CO., LTD.	Active Registration	10/17/2013
Taiwan (R.O.C.)	防潮髮羽衣 (Humidity Blocker Finishing Spray)	1709061	TAIWAN SHISEIDO CO., LTD.	Active Registration	8/27/2014
Taiwan (R.O.C.)	甦型泥 (Style Reform Matte Clay)	1724951	TAIWAN SHISEIDO CO., LTD.	Active Registration	1/30/2015
Taiwan (R.O.C.)	飛旋噴蠟 (Texture Boost Dry Spray Wax)	1724952	TAIWAN SHISEIDO CO., LTD.	Active Registration	1/30/2015

[Schedule A to Trademark Assignment Agreement]

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Taiwan (R.O.C.)	豐盈彈皇霜 (Structure Animate Bodifying Styling Cream)	1730156	TAIWAN SHISEIDO CO., LTD.	Active Registration	3/3/2015
Taiwan (R.O.C.)	嗶麗髮霧 (Joifix Firm Styling&Finishing Spray)	1752095	TAIWAN SHISEIDO CO., LTD.	Active Registration	3/3/2015
Taiwan (R.O.C.)	森極 (Cliniscalp)	1740477	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/8/2015
Taiwan (R.O.C.)	轟凍霧 (Flip Turn Volumizing Finishing Spray)	1740476	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/8/2015
Taiwan (R.O.C.)	黑雪克豐鬆霧 (Hair Shake Liquid-to-powder finishing spray)	1782103	TAIWAN SHISEIDO CO., LTD.	Active Registration	11/19/2015
Taiwan (R.O.C.)	樂明絲 (Lumishine)	1797193	TAIWAN SHISEIDO CO., LTD.	Active Registration	3/7/2016
Taiwan (R.O.C.)	樂明絲 極棕 (Lumishine Ultra Brown)	1810191	TAIWAN SHISEIDO CO., LTD.	Active Registration	3/7/2016
Taiwan (R.O.C.)	玩酷漂土 (Free Play)	1870991	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/11/2017
Taiwan (R.O.C.)	玩酷漂土 (Free Play)	1879276	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/11/2017
Taiwan (R.O.C.)	耀金炫漂 (Blonde Life)	1873727	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/11/2017
Taiwan (R.O.C.)	耀金炫漂 (Blonde Life)	1876908	TAIWAN SHISEIDO CO., LTD.	Active Registration	5/11/2017
Thailand	BAIN DE TERRE	375620	SHISEIDO CO., LTD.	Active Registration	12/13/2011

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0033

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
Thailand	ELLUGE	17746*	SHISEIDO CO., LTD.	Inactive Registration	
Thailand	hairxgenics (stylized)	69224*	SHISEIDO CO., LTD.	Inactive Registration	
Thailand	SENSCIENCE	1283	SHISEIDO CO., LTD.	Active Registration	7/6/1992
Thailand	ZOTOS	TM30498*	SHISEIDO CO., LTD.	Inactive Registration	
Thailand	ZOTOS PRO TEC (STYLIZED)	71854*	SHISEIDO CO., LTD.	Inactive Registration	
Thailand	ZOTOS RX	27211*	SHISEIDO CO., LTD.	Inactive Registration	
Thailand	ZOTOS RX DESIGNING	61655*	SHISEIDO CO., LTD.	Inactive Registration	
Thailand	ZOTOS and Tree	41305	SHISEIDO CO., LTD.	Active Registration	10/1/1992
Thailand	ZOTOS and Tree	5090	SHISEIDO CO., LTD.	Active Registration	10/1/1992
Turkish Cyprus	ZOTOS	12990	SHISEIDO CO., LTD.	Active Registration	10/9/1970
United Arab Emirates	BAIN DE TERRE	23158	SHISEIDO CO., LTD.	Active Registration	2/2/1988
United Arab Emirates	SENSCIENCE	4695*	SHISEIDO CO., LTD.	Inactive Application	
United Arab Emirates	ZOTOS and Tree	4510*	SHISEIDO CO., LTD.	Inactive Application	
United Kingdom	ZOTOS	586362	SHISEIDO CO., LTD.	Active Registration	6/18/1938
United Kingdom	ACCLAIM	1568395	SHISEIDO CO., LTD.	Active Registration	4/12/1994
United Kingdom	BAIN DE TERRE W/TEARDROP (Stylized)	1310042	SHISEIDO CO., LTD.	Active Registration	5/15/1987
United Kingdom	MAXIMA	1553436*	SHISEIDO CO., LTD.	Inactive Registration	
United Kingdom	SENSCIENCE	1490340	SHISEIDO CO., LTD.	Active Registration	2/10/1992
United Kingdom	ULTRABOND w/color	1368754	SHISEIDO CO., LTD.	Active Registration	1/3/1989
United Kingdom	ZOTOS	1107998	SHISEIDO CO., LTD.	Active Registration	1/19/1979

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0034

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
United Kingdom	ZOTOS	974858	SHISEIDO COMPANY LIMITED	Active Registration	5/12/1971
United Kingdom	ZOTOS	1314212	SHISEIDO CO., LTD.	Active Registration	6/26/1987
United Kingdom	ZOTOS CLASSIC PERFECTION	1578095	SHISEIDO CO., LTD.	Active Registration	6/14/1994
United Kingdom	ZOTOS DESIGN FREEDOM	1230299	SHISEIDO CO., LTD.	Active Registration	11/15/1984
United Kingdom	ZOTOS HAIR REPAIR	913483	SHISEIDO CO., LTD.	Active Registration	8/18/1967
United Kingdom	ZOTOS MODERN FORM	920193	SHISEIDO CO., LTD.	Active Registration	1/25/1968
United Kingdom	ZOTOS and Tree	1433185	SHISEIDO CO., LTD.	Active Registration	7/23/1990
United Kingdom	HAIRXGENICS (stylized series of two)	UK00002111188*	SHISEIDO COMPANY LIMITED	Inactive Registration	
United States	INNER RESTORE INTENSIF	87343584*	Shiseido Americas Corporation	Inactive Application	
United States	INNER RESTORE INTENSIF	87379363	SHISEIDO CO., LTD.	Active Application	3/21/2017
United States	BAIN DE TERRE	2320962	SHISEIDO CO., LTD.	Active Registration	2/22/2000
United States	BAIN DE TERRE (STYLIZED)	4491915	SHISEIDO CO., LTD.	Active Registration	3/4/2014
United States	BAIN DE TERRE NATURAGE w/Design	1971315	SHISEIDO CO., LTD.	Active Registration	4/30/1996
United States	FOR THE LOVE OF BEAUTY	1742034	SHISEIDO CO., LTD.	Active Registration	12/22/1992
United States	GREEN MEADOW	1951088	SHISEIDO CO., LTD.	Active Registration	1/23/1996
United States	INNER REPAIR	1842249	SHISEIDO CO., LTD.	Active Registration	6/28/1994
United States	MAXIMUM MEMORY	2004684*	SHISEIDO CO., LTD.	Inactive Registration	
United States	OVERTURE	1704063	SHISEIDO CO., LTD.	Active Registration	7/28/1992
United States	SENSCIENCE	1786066	SHISEIDO CO., LTD.	Active Registration	8/3/1993
United States	SENSCIENCE (STYLIZED)	1830095	SHISEIDO CO., LTD.	Active Registration	4/12/1994
United States	SENSCIENCE INNER HAIR CARE	1976418*	SHISEIDO CO., LTD.	Inactive	

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0035

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
				Registration	
United States	SKIN CAREAPY	2283721	SHISEIDO CO., LTD.	Active Registration	10/5/1999
United States	STRIATIONS	1704055	SHISEIDO CO., LTD.	Active Registration	7/28/1992
United States	Ultra Bond (stylized)	1799026	SHISEIDO CO., LTD.	Active Registration	10/19/1993
United States	VITALRICH	1971930*	SHISEIDO CO., LTD.	Inactive Registration	
United States	ZOTOS	861122	SHISEIDO CO., LTD.	Active Registration	11/26/1968
United States	ZOTOS (stylized S)	635328	SHISEIDO CO., LTD.	Active Registration	10/2/1956
United States	ZOTOS DESIGN FREEDOM	1385678	SHISEIDO CO., LTD.	Active Registration	3/11/1986
United States	ZOTOS and stylized stick tree design	1716994	SHISEIDO CO., LTD.	Active Registration	9/15/1992
United States	BAIN DE TERRE	2320962	SHISEIDO CO., LTD.	Active Registration	2/22/2000
United States	ZOTOS (stylized S)	635328	SHISEIDO CO., LTD.	Active Registration	10/2/1956
Uruguay	ACCLAIM	261624	SHISEIDO CO., LTD.	Active Registration	Cannot confirm
Uruguay	HOUSEMARK	269419*	SHISEIDO CO., LTD.	Inactive Registration	
Uruguay	ZOTOS	471365	SHISEIDO CO., LTD.	Active Registration	6/27/1986
Uruguay	ZOTOS BAIN DE TERRE w/Teardrop	475599	SHISEIDO CO., LTD.	Active Registration	11/11/1986
Uruguay	ZOTOS MAXIMA	272932*	SHISEIDO CO., LTD.	Inactive Registration	
Uruguay	ZOTOS and stylized stick tree design	459075	SHISEIDO CO., LTD.	Active Registration	10/7/1994
Venezuela	ACCLAIM	F164961	SHISEIDO CO., LTD.	Active Registration	8/19/1994
Venezuela	BAIN DE TERRE	P243852	SHISEIDO CO., LTD.	Active Registration	1/13/2000
Venezuela	Beeker Housemark	F055335	SHISEIDO CO., LTD.	Active Registration	2/6/1984
Venezuela	DESIGN FREEDOM	P193533*	SHISEIDO CO., LTD.	Inactive Registration	²²⁰
Venezuela	"S" SENSCIENCE (STYLIZED)	P181188*	SHISEIDO CO., LTD.	Inactive	

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0036

Jurisdiction	Trademark	Application or Registration Number	Record Owner	Case Status	Registration or Application Date
				Registration	
Venezuela	SENSCIENCE	P179993	SHISEIDO CO., LTD.	Active Registration	1/9/1995
Venezuela	ZOTOS	P249838	SHISEIDO CO., LTD.	Active Registration	2/26/1999
Venezuela	ZOTOS	P209962	SHISEIDO CO., LTD.	Active Registration	2/26/1999
Venezuela	ZOTOS	P249839	SHISEIDO CO., LTD.	Active Registration	2/26/1999
Venezuela	ZOTOS and Tree	D30204	SHISEIDO CO., LTD.	Active Registration	10/6/1994
Venezuela	ZOTOS and Tree	P218581	SHISEIDO CO., LTD.	Active Registration	7/4/2000
Venezuela	ZOTOS and Tree	13100*	SHISEIDO CO., LTD.	Inactive Registration	
West Bank	SENSCIENCE	2520	SHISEIDO CO., LTD.	Active Registration	5/26/1993
Zambia	ZOTOS	1313/58*	SHISEIDO CO., LTD.	Inactive Registration	
Zimbabwe	ZOTOS	1313/1958	SHISEIDO CO., LTD.	Active Registration	5/1/1958

[Schedule A to Trademark Assignment Agreement]

TRADEMARK
REEL: 008067 FRAME: 0037

SCHEDULE B

ASSIGNMENT AGREEMENT

This ASSIGNMENT AGREEMENT (this "Assignment"), effective as of [●], is made and entered into by and between [●] ("Assignor"), and Henkel AG & Co. KGaA, a partnership limited by shares and organized under the laws of Germany ("Assignee") (each a "Party," and collectively, the "Parties"). Capitalized terms used herein but not otherwise defined herein shall have the meanings set forth in the Purchase Agreement (defined below).

WHEREAS, Assignor is the owner of each Trademark set forth on Exhibit A (together with any and all goodwill symbolized thereby and connected therewith) (collectively, the "Purchased Trademarks");

WHEREAS, Assignor and Henkel Corporation are parties to that certain Purchase Agreement, dated as of October 26, 2017 (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell, assign, transfer, convey and deliver, and Henkel Corporation has agreed that it or one or more of its Affiliates (any such Affiliate, a "Purchaser Designee"), including Assignee, shall purchase the Purchased Trademarks; and

WHEREAS, Assignee, an Affiliate of Henkel Corporation, is the Purchaser Designee for the Purchased Trademarks.

NOW THEREFORE, for good and valuable consideration, including the premises and covenants set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignment. Effective upon the Closing, Assignor hereby sells, assigns, transfers and conveys to Assignee, and Assignee hereby accepts the sale, assignment, transfer and conveyance of, all of its right, title and interest in, to and under the Purchased Trademarks, including, as applicable, all goodwill symbolized thereby and connected therewith, all registrations that have been or may be granted thereon, all applications for registrations thereof, all common law rights thereto, all rights therein provided by international conventions and treaties, all rights of priority and renewals, all rights to sue and recover damages and all other remedies for past, present and future infringement, dilution, misappropriation, unlawful imitation or other violation thereof or conflict therewith, the right, if any, to register, prosecute, maintain and defend the Purchased Trademarks before any public or private agency and all income, royalties, damages and payments now or hereafter due or payable with respect to the Purchased Trademarks; with the foregoing rights to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors and assigns to the end of the term or terms for which the Purchased Trademarks are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this sale, assignment, transfer and conveyance had not been made.

2. Further Assurances. (a) Assignor shall, at the request of Assignee, timely execute and deliver any additional documents and perform such additional acts that may be reasonably necessary to assist Assignee (or its successors, assigns or legal representatives) in the

implementation, recordation or perfection of this Assignment and Assignee's interest in, to and under the Purchased Trademarks; provided, however, that as between the Parties, Assignee shall be responsible for the preparation and filing of such additional documents that may be reasonably necessary to record or perfect Assignee's interest in, to and under the Purchased Trademarks (including with any applicable Governmental Authorities), and for any and all costs, expenses and fees associated therewith.

(b) If Assignee is unable for any reason to secure Assignor's signature to any document it is entitled to under Section 2(a) hereof, Assignor hereby irrevocably designates and appoints Assignee, and Assignee's duly authorized officers, agents and representatives, as its agents and attorneys-in-fact with full power of substitution to act for and on the behalf and instead of Assignor, to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of this Assignment with the same legal force and effect as if executed by Assignor. Assignor shall not enter into any agreement in conflict with this Assignment.

3. Due Authorization. Assignor hereby authorizes and requests the Commissioner for Trademarks of the United States Patent and Trademark Office and any other official of any applicable Governmental Authority to issue any and all registrations from any and all applications for registration included in the Purchased Trademarks to and in the name of Assignee.

4. Governing Law. This Assignment shall be governed by, and construed in accordance with, the Laws of the State of New York. All Actions arising out of, relating to or in connection with this Assignment shall be heard and determined exclusively in any New York federal court sitting in the Borough of Manhattan of the City of New York; provided, however, that if such federal court does not have jurisdiction over such Action, such Action shall be heard and determined exclusively in any New York state court sitting in the Borough of Manhattan of the City of New York.

5. Counterparts. This Assignment may be executed and delivered (including by facsimile transmission or other means of electronic transmission, such as by electronic mail in "pdf" form) in one or more counterparts, and by the different Parties hereto in separate counterparts, each of which when executed shall be deemed to be an original, but all of which taken together shall constitute one and the same agreement.

[Remainder of page intentionally left blank]

EXHIBIT A

PURCHASED TRADEMARKS