

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Peter Coppola		06/20/2012	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
Name:	Harvey Bloch		
Street Address:	6724 Casa Grande Way		
City:	Delray Beach		
State/Country:	FLORIDA		
Postal Code:	33446		
Entity Type:	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3287456	PETER COPPOLA	
<b>CORRESPONDENCE DATA</b>			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(561) 691-5597		
Email:	esimpson@idealawyers.com		
Correspondent Name:	Ellen S. Simpson		
Address Line 1:	3507 Kyoto Gardens Drive, Suite 110		
Address Line 4:	Palm Beach Gardens, FLORIDA 33410		
ATTORNEY DOCKET NUMBER:	BLHT101US		
NAME OF SUBMITTER:	Ellen S. Simpson		
Signature:	/Ellen S. Simpson/		
Date:	09/27/2012		
Total Attachments: 2 source=Coppola letter redacted#page1.tif source=Coppola letter redacted#page2.tif			

OP \$40.00 3287456

**Harvey Bloch  
6724 Casa Grande Way  
Delray Beach, Florida 33446**

June 20, 2012

Peter Coppola  
5725 NE Verde Circle  
Boca Raton, Florida 33487

Dear Peter :

I am writing to confirm our understanding/agreement regarding the commercialization of the hair care products based on smoothing hair treatments and other hair care products branded with the Peter Coppola name (the "Business"). In consideration for the substantial time devoted by me, and advances of funds by me to the development of the Business, and loans to you personally, you agree that a new entity will be formed with the two of us as partners – [REDACTED] - but both having same/equal financial remuneration and 50/50 on voting rights. Coppola agrees that he and his affiliates will not sell, license, transfer or grant any rights to any intellectual property in which you have any rights (including any formula, trade secrets and trademarks) relating to the Business or otherwise utilize such property for the manufacture, sale or distribution of any products or services based on such property in or to any entity other than an entity owned by me and you (or our affiliates, as stated above), with the same rights and preferences. In the event that there will be additional non-affiliated investors in such entity, then you and I shall dilute equal percentage interests, with the same rights and preferences, but continuing the above equity ratios of [REDACTED] as per above.

Coppola will be the Chairman of the new entity. Bloch will be President, CEO of the new entity.

Bloch has lent Coppola monies that are evidenced by personal promissory notes. Bloch agrees to loan Coppola additional monies for the next two months at [REDACTED] per month which will be memorialized by additional /separate Notes, also personally executed and guaranteed by Coppola.

I look forward to continuing to work with you for the success of the Business.



**TRADEMARK  
REEL: 004868 FRAME: 0559**

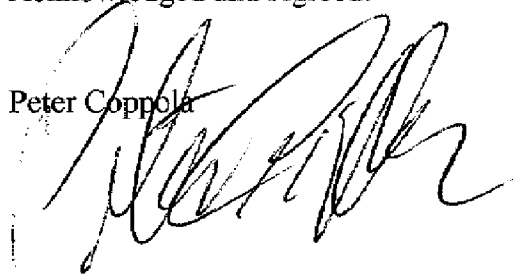
Please acknowledge your agreement with the terms of this letter agreement by signing below.

Yours truly,

Harvey Bloch

Acknowledged and Agreed:

Peter Coppola

A handwritten signature in black ink, appearing to read "Peter Coppola", written over the printed name.