

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326814

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Entity Beauty, Inc.		12/18/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Nail Alliance - Entity, Inc.		
Street Address:	6840 North Oak Trafficway		
City:	Gladstone		
State/Country:	MISSOURI		
Postal Code:	64118		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3115202	ENTITY	
Registration Number:	3091618	ENTITY	
Registration Number:	3091620	ENTITY	
Registration Number:	3166418	TT	
Registration Number:	4267206	ENTITY ONE COLOR COUTURE	
Registration Number:	4267207	ENTITY 1 COLOR COUTURE	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<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:	312.269.8000		
Email:	temanelson@ngelaw.com		
Correspondent Name:	Thomas C. McDonough		
Address Line 1:	2 North LaSalle Street, Suite 1700		
Address Line 2:	Neal, Gerber & Eisenberg, LLP		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	14906-0024		
NAME OF SUBMITTER:	Thomas C. McDonough		
SIGNATURE:	/Thomas McDonough/		
DATE SIGNED:	12/19/2014		

CH \$165.00 3115202

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of this 18th day of December, 2014 by ENTITY BEAUTY, INC., a Delaware corporation ("Assignor").

WHEREAS, Assignor is willing to transfer and assign to Nail Alliance – Entity, Inc., a Missouri corporation ("Assignee"), all of Assignor's right, title and interest in, to and under all trademarks listed on Schedule A attached hereto, including without limitation all common law rights thereto, all trademark registrations and applications therefor (including the referenced U.S. trademark registrations) and the goodwill of the business associated with the same (collectively, the "Trademarks"); and

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in, to and under the Trademarks.

NOW, THEREFORE, for good and valuable consideration pursuant to an Asset Purchase Agreement, dated the date hereof, between Assignor and Assignee, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over to Assignee, its successors and assigns, all of Assignor's right, title and interest in, to and under the Trademarks, together with the goodwill of the business associated with the Trademarks (including, without limitation, all proceeds thereof and the rights to sue for past, present and future damages), the same to be held and enjoyed by Assignee, for its own use and on behalf of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of such Trademarks and to issue all registrations for said Trademarks to Assignee, as assignee of the U.S. trademark registrations and applications listed on Schedule A, for the sole use and enjoyment of the Assignee, its successors and assigns.

ENTITY BEAUTY, INC.,
a Delaware corporation

By: 

Name: Vicki S. Heller

Title: President

SCHEDULE A

Trademarks

TRADEMARK	REG. NUMBER	REG. DATE
ENTITY	3115202	July 11, 2006
ENTITY	3091618	May 9, 2006
ENTITY (& DESIGN)	3091620	May 9, 2006
TT (STYLIZED)	3166418	October 31, 2006
ENTITY ONE COLOR COUTURE	4267206	January 1, 2013
ENTITY 1 COLOR COUTURE (LOGO MARK)	4267207	January 1, 2013