

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375873

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
In Response 2 LLC		02/29/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Hair by Adir, Inc.		
Street Address:	11349 Biona Drive		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90066		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4459546	UNDONE	
CORRESPONDENCE DATA			
Fax Number:	4242391882		
<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:	4242391890		
Email:	achen@lkpgl.com		
Correspondent Name:	Andrew B. Chen		
Address Line 1:	1901 Avenue of the Stars		
Address Line 2:	Suite 480		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	IN RESPONSE 2		
NAME OF SUBMITTER:	Andrew B. Chen		
SIGNATURE:	/Andrew B. Chen/		
DATE SIGNED:	03/07/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is entered into by and between In Response 2 LLC ("Assignor"), a Delaware limited liability company having a place of business at 456 N. Bowling Green Way, Los Angeles, CA 90049 and Hair by Adir, Inc. ("Assignee"), a California corporation.

WHEREAS, Assignor is the owner of U.S. Trademark Registration for the mark UNDONE in Class 3 for conditioners, hair care preparations, hair sprays, hair styling preparations, and shampoos, Registration No. 4,459,546 (the "Undone Mark"); and

WHEREAS, pursuant to the Settlement Agreement, dated January 22, 2016, by and among Assignor, the owner of Assignee, and certain other parties, the parties intended that Assignee acquire the entire right, title and interest in, to and under the Undone Mark.

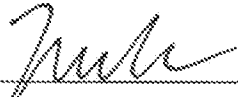
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, interest in and to the Undone Mark including, without limitation, all existing registrations thereof or applications therefor, and the right to file, register and/or revive the same.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date written below.

Assignor:

IN RESPONSE 2 LLC

Dated: 2.19.16

Signature: 

Name: Tony Smith-Hastie