

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM487469

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beautyge Brands USA, Inc.		07/26/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	STARS Creations, LLC		
Street Address:	1580 NW 27th Avenue, Suite 8		
City:	Pompano Beach		
State/Country:	FLORIDA		
Postal Code:	33069		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2339212	MOP	
Registration Number:	3466955	C-SYSTEM	
CORRESPONDENCE DATA			
Fax Number:	3059615812		
<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:	3055790812		
Email:	mrv@gtlaw.com		
Correspondent Name:	Greenberg Traurig Attn: M. Valcarcel		
Address Line 1:	333 S.E. 2nd Avenue, 44th Floor		
Address Line 4:	Miami, FLORIDA 33131		
NAME OF SUBMITTER:	Manuel Valcarcel		
SIGNATURE:	/Manuel Valcarcel/		
DATE SIGNED:	08/25/2018		
Total Attachments: 6			
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CORRECTIVE TRADEMARK ASSIGNMENT AGREEMENT

THIS CORRECTIVE TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment Agreement**") is dated as of July 26, 2018 (the "**Signing Date**") and effective as of March 4, 2015 (the "**Effective Date**") and is made between **BEAUTYGE BRANDS USA, INC.**, a Delaware corporation (formerly known as Colomer Beauty Brands USA, which was formerly known as American Crew, Inc.), as assignor ("**ASSIGNOR**"), and **STARS CREATIONS, LLC**, a Delaware limited liability company, as assignee ("**ASSIGNEE**").

WHEREAS, ASSIGNOR on the Effective Date was the record owner of the trademarks and related trademark registrations set forth on **Annex 1** (the foregoing being referred to collectively as the "**Trademarks**") and the goodwill of the business associated solely with the Trademarks;

WHEREAS, ASSIGNOR and **ASSIGNEE**, together with certain respective affiliates, are parties to that certain Purchase Agreement, dated as of the Effective Date, as amended as of the Signing Date, which provides the terms and conditions for the sale of the Trademarks and pursuant to which the Original Assignment Agreement (as defined below) was executed and delivered; and

WHEREAS, ASSIGNEE acquired the Trademarks from **ASSIGNOR** and **ASSIGNOR** sold, assigned and transferred the Trademarks to **ASSIGNEE** on the Effective Date pursuant to that certain Assignment Agreement, dated as of the Effective Date, between **ASSIGNOR** and **ASSIGNOR**, which was identified incorrectly as Star Creations, LLC, a New York Corporation, by inadvertent error (the "**Original Assignment Agreement**").

NOW, THEREFORE, in consideration of the premises and the mutual covenants set forth herein and in the Purchase Agreement, the parties hereto hereby agree as follows:

For good and valuable consideration, as set forth in the Purchase Agreement, and in consideration of the transactions contemplated by the Purchase Agreement, **ASSIGNOR** hereby reconfirms the assignment and transfer unto **ASSIGNEE**, forthwith, all of Assignor's right, title and interest in and to the Trademarks throughout the world, together with any and all goodwill associated solely with the Trademarks and all rights to damages or profits, due or accrued arising out of past infringement of the Trademarks or injury to said goodwill and the right to sue in **ASSIGNEE'S** own name. By the Original Assignment Agreement, as reconfirmed by this Trademark Assignment Agreement, **ASSIGNEE** accepted the assignment and transfer of the Trademarks and has waived any claim against **ASSIGNOR** for any amount and for any reason.

This Trademark Assignment Agreement supersedes and replaces in its entirety the Original Assignment Agreement.

IN WITNESS WHEREOF, this Assignment Agreement has been executed as of this 26th day of July, 2018, but is effective as of March 4, 2015.

ASSIGNOR:

ASSIGNEE:

BEAUTYGE BRANDS USA, INC.

STARS CREATIONS, LLC



Austin
Baskett

Digitally signed by Austin
Baskett
Date: 2018.08.01 10:37:16
-06'00'

Name: *Yossi Alonani*
Title: *Vice President & Assistant Secretary*

Name: Austin Baskett
Title: CMO



ANNEX 1

BEAUTYGE BRANDS USA, INC. TRADEMARK REGISTRATIONS

See attached.

Owner	Mark Division	Trademark	Country	Status	Class	Registration No.	Application No.	Application Date	Registration Date	Renewal Date	Goods
AMERICAN CREW, INC.	MOP	MOP	Australia	RENEWED	3	792840	792840	4/30/1999	10/1/2001	4/30/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Bahama Islands	REGISTERED	48	22845	22845	11/28/2000	6/13/2003	11/28/2014	Soaps; perfumes, cologne, eau de toilette, essential oils, cosmetics, hair lotions, shampoos, hair conditioners, skin lotions, bath salts, shower gels, hair styling preparations, deodorants; dentifrices.
AMERICAN CREW, INC.	MOP	MOP	Brazil	RENEWED	3	821604325	821604325	5/4/1999	4/8/2003	4/8/2023	Class 3: Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Canada	REGISTERED	3	TMA547598	884087	7/10/1998	7/4/2001	7/4/2016	Hair care preparations and hair styling preparations, namely shampoos, conditioners, colouring agents, bleach and bleaching preparations, colour removers, dyes, lighteners, lotions, rinses, mousses, gels, styling creams, hair sprays, hot oil treatments, waving lotions; fragrances, namely perfumes, colognes, and toilet water; non-medicated bath and body products, namely body lotions, bubble bath, bath oils, and body powders.
AMERICAN CREW, INC.	MOP	MOP	Czech Republic	RENEWED	3	257070	14256199	5/3/1999	9/30/2003	5/3/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Denmark	RENEWED	3	VN 04164 1999	VA 01859 1999	5/3/1999	11/9/1999	11/9/2019	Cosmetic preparations for hair care and cosmetic preparations for skin care.
AMERICAN CREW, INC.	MOP	MOP	Dominican Rep.	REGISTERED	50	101528	101528	12/30/1998	12/30/1998	12/30/2018	Hair care preparations; hair styling preparations; fragrances; deodorants, bath and body products.
AMERICAN CREW, INC.	MOP	MOP	Germany	RENEWED	3	39925632	399256326	5/4/1999	12/8/1999	5/31/2019	Soaps, perfumery, essential oils, cosmetics, hair lotion.
AMERICAN CREW, INC.	MOP	MOP	Greece	RENEWED	3	140589	140589	5/18/1999	5/18/1999	5/18/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Guatemala	RENEWED	3	111280	199903593	5/4/1999	4/9/2001	4/8/2021	Hair care preparations and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Hong Kong	RENEWED	3	200102549	9905590	5/3/1999	5/3/1999	5/3/2016	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Ireland	RENEWED	3	219248	991502	5/4/1999	5/4/1999	5/3/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Italy	RENEWED	3	870369	RM/99/002247	9/3/1999	9/3/1999	5/3/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Lithuania	RENEWED	3	41223	990949	5/3/1999	5/3/1999	5/3/2019	Hair care cosmetic preparations; skin care cosmetic preparations.
AMERICAN CREW, INC.	MOP	MOP	Malta	REGISTERED	3	32331	32331	10/2/2000	10/2/2000	10/2/2014	Soaps; perfumes, cologne, eau de toilette, essential oils, cosmetics, hair lotions, shampoos, hair conditioners, skin lotions, bath salts, shower gels, hair styling preparations, deodorants; dentifrices.
AMERICAN CREW, INC.	MOP	MOP	New Zealand	RENEWED	3	308961	308961	5/3/1999	5/3/1999	5/3/2016	Hair care products, skin care products, cosmetics, perfumery, essential oils; soaps; dentifrices.
AMERICAN CREW, INC.	MOP	MOP	Norway	RENEWED	3	199751	199904398	5/3/1999	10/7/1999	10/7/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Spain	RENEWED	3	2235345	2235345	5/19/1999	5/19/1999	5/19/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Switzerland	RENEWED	3	465285	3852/1999	5/3/1999	5/3/1999	5/3/2019	Hair care products and skin care products.
AMERICAN CREW, INC.	MOP	MOP	Zanzibar	REGISTERED	48	496/2000	490/2000	8/17/2000	9/5/2000	9/5/2014	Soap; perfumes, cologne, eau de toilette, essential oils, cosmetics, hair lotions, shampoos, hair conditioners, skin lotions, bath salts, shower gels, hair styling preparations, deodorants; dentifrices.
COLOMER BEAUTY BRAND	MOP	MOP	Ecuador	RENEWED	3	4220	959/84	5/25/1999	7/12/2000	7/12/2020	All products in International Class 3, Heading of which is: Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair, lotions, dentifrices.

COLOMER BEAUTY BRAND	MOP	MOP	European Union	RENEWED	3	3522398	3522398	10/31/2003	5/13/2005	10/31/2023	Hair care products, hair styling products; fragrances, including, eau de toilette, cologne, perfume; bath and body products, including shower and bath products; body lotions; soaps, and personal deodorants.
COLOMER BEAUTY BRAND	MOP	MOP	Honduras	RENEWED	3	79679	1332000	1/7/2000	11/8/2000	11/8/2020	Talcum powder, non-medicated hair care preparations; hair styling preparations; non-medicated skin care preparations; perfumery, essential oils, cologne and eau de toilette, hair bleaching preparations and lighteners, shaving creams; gels and lotions; after-shave lotions; soaps; cosmetics; dentifrices.
COLOMER BEAUTY BRAND	MOP	MOP	Indonesia	REGISTERED	3	IDM000264266	R002010004618	8/4/2010	8/16/2010	8/16/2020	Dentifrices.
COLOMER BEAUTY BRAND	MOP	MOP	Japan	RENEWED	3	4367469	11039686	5/6/1999	3/10/2000	3/10/2020	Soaps, perfumery, cosmetics, dentifrice.
COLOMER BEAUTY BRAND	MOP	MOP	Singapore	RENEWED	3	T0002593H	2593	2/21/2000	2/21/2000	2/21/2020	Talcum powder, non-medicated hair care preparations; hair styling preparations; non-medicated skin care preparations; perfumery, essential oils, cologne and eau de toilette; hair bleaching preparations and lighteners; shaving creams; gels and lotions; after-shave lotions; soaps; cosmetics; dentifrices.
COLOMER BEAUTY BRAND	MOP	MOP	Taiwan	RENEWED	3	906878	8820368	5/3/1999	10/1/2000	9/30/2020	Hair care products and skin care products.
COLOMER BEAUTY BRAND	MOP	MOP	United States of America	RENEWED	3	2339212	75/480959	5/7/1998	4/4/2000	4/4/2020	Hair care products, namely, shampoos, conditioners, gels, pomades; bath and body products, namely, shower and bath gels, baths salt and bubble bath.
Deadlines in red mean marks expiring in 2014 which are not meant to be renewed											

Owner	Mark Division	Trademark	Country	Status	Class	Registration No.	Application No.	Application Date	Registration Date	Renewal Date	Goods
AMERICAN CREW, INC.	MOP	C-SYSTEM	Canada	REGISTERED	3	TMA735835	1,377,509	12/27/2007	3/5/2009	3/5/2024	Hair care preparations, namely shampoo and conditioner; hair styling preparations, namely styling conditioner, texture lotion, conditioning mist, and finishing paste.
COLOMER BEAUTY BRANDS USA	MOP	C-SYSTEM	United States of America	REGISTERED	3	3466955	77338001	11/19/2007	7/15/2008	7/15/2018	Hair care products, namely shampoo, conditioner; hair styling preparations, namely hair styling creams, lotions, gels, leave-in conditioning spray, and hair spray
AMERICAN CREW, INC.	MOP	C-C-SYSTEM (Stylized) 	Canada	REGISTERED	3	TMA610937	1173419	4/2/2003	5/21/2004	5/21/2019	Hair care preparations, namely, shampoo and conditioner; and hair styling preparations, namely, styling conditioner, texture lotion, conditioning mist and finishing paste.
COLOMER BEAUTY BRANDS USA	MOP	C-C-SYSTEM (Stylized) 	United States of America	RENEWED	3	2810408	76/508638	4/22/2003	2/3/2004	2/3/2024	Hair care preparations, namely, shampoos and conditioners; and hair styling products, namely, styling conditioner, texture lotion, conditioning mist and finishing paste.