

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM553227

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alberto-Culver International, Inc.		12/04/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Conopco, Inc.		
Street Address:	700 Sylvan Avenue		
City:	Englewood Cliffs		
State/Country:	NEW JERSEY		
Postal Code:	07632		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86496458	KERATIN SMOOTH	
CORRESPONDENCE DATA			
Fax Number:	2123101895		
<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:	212.626.4242		
Email:	Lindsey.Utrata@bakermckenzie.com		
Correspondent Name:	Lindsey E. Utrata		
Address Line 1:	452 Fifth Avenue		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	IPUN08PUI		
NAME OF SUBMITTER:	Lindsey E. Utrata		
SIGNATURE:	/Lindsey E. Utrata/		
DATE SIGNED:	12/13/2019		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

The undersigned, Alberto-Culver International, Inc., a Delaware corporation having an address at 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from Conopco, Inc., a New York corporation having an address at 700 Sylvan Avenue, Englewood Cliffs, New Jersey 07632 ("Assignee"), on this 4th day of December 2019 does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed below, together with the whole of the good will of the business associated therewith, (the "Trademarks").

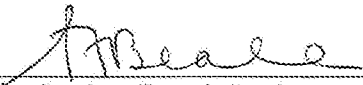
Said Trademarks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the trademarks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trademarks, with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

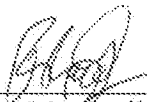
From and after the date hereof, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

REG. NO./APP. NO.	TRADEMARKS
86496458	KERATIN SMOOTH

Alberto-Culver International, Inc.

Conopco, Inc.

By: 
Name: Stephen Francis Beale
Title: Duly authorised
Date: December 4th, 2019

By: 
Name: John Brailey
Title: Duly authorised
Date: December 4th, 2019