

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM639835

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|---|--|-----------------------|---|
| SUBMISSION TYPE: | RESUBMISSION | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| RESUBMIT DOCUMENT ID: | 900608889 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| HAIRTALK GMBH (NOW KNOWN AS SCHNECK & ALEX GMBH) | | 10/31/2019 | Gesellschaft Mit Beschränkter Haftung (GmbH): GERMANY |
| RECEIVING PARTY DATA | | | |
| Name: | BEAUTY INDUSTRY GROUP GMBH & CO. KG. | | |
| Street Address: | Am Wolfsmantel 8 | | |
| City: | Erlangen | | |
| State/Country: | GERMANY | | |
| Postal Code: | 91058 | | |
| Entity Type: | Kommanditgesellschaft (Kg): GERMANY | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5538179 | HAIRBAND BY HAIRTALK | |
| Registration Number: | 2937295 | ARCOS | |
| Registration Number: | 4107422 | ARCOS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4154391500 | | |
| <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> | | | |
| Email: | maria.banda@kirkland.com | | |
| Correspondent Name: | Maria Banda | | |
| Address Line 1: | Kirkland & Ellis, LLP | | |
| Address Line 2: | 555 California Street, Suite 2700 | | |
| Address Line 4: | San Francisco, CALIFORNIA 94104 | | |
| ATTORNEY DOCKET NUMBER: | 45997-10 | | |
| NAME OF SUBMITTER: | Maria Banda | | |
| SIGNATURE: | /Maria Banda/ | | |
| DATE SIGNED: | 04/16/2021 | | |
| Total Attachments: 3 | | | |

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of October 31, 2019 ("Effective Date") by and between **HAIRTALK GMBH (NOW KNOWN AS SCHNECK & ALEX GMBH)**, a GESELLSCHAFT MIT BESCHRÄNKTER HAFTUNG (GMBH) organized in Germany, with its principal office at Am Wolfsmantel 8, Erlangen, Germany 91058 ("Assignor"), and **BEAUTY INDUSTRY GROUP GMBH & CO. KG**, a KOMMANDITGESELLSCHAFT (KG) organized in Germany, with its principal office at Am Wolfsmantel 8, Erlangen, Germany 91058 ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Transfer and Assignment Agreement dated October 24, 2019 (the "Agreement")

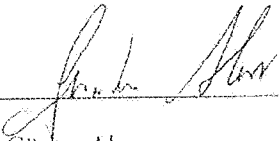
WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "Marks"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

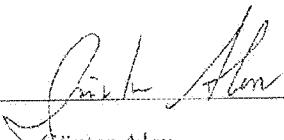
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.


SCHNECK & ALEX GMBH (FORMERLY KNOWN AS HAIRTALK GMBH)


Name: Günter Alex
Title: Managing Director

BEAUTY INDUSTRY GROUP GMBH & CO. KG

Represented by its general partner BEAUTY INDUSTRY GROUP GERMANY GMBH


Name: Günter Alex
Title: Managing Director


Name: Oliver Schneck
Title: Managing Director

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

| Mark | Trademark No. | Registration Date | Status |
|--------------------------|---------------|-------------------|------------|
| HAIRBAND BY HAIR TALK | 5538179 | 14-Aug-2018 | Registered |
| ARCOS | 2937295 | 05-Apr-2005 | Registered |
| ARCOS | 4107422 | 06-Mar-2012 | Canceled |