

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Aderans Co. Ltd. | | 12/31/2012 | CORPORATION: JAPAN |
| RECEIVING PARTY DATA | | | |
| Name: | Emminence, LLC | | |
| Street Address: | 5130 N. St. Road 7 | | |
| City: | Fort Lauderdale | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33319 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: FLORIDA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4206506 | SIMPLICITY | |
| Serial Number: | 85729785 | SIMPLICITY | |
| Registration Number: | 4129286 | SIMPLICITY GRAFTS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 954 925 1100 | | |
| Email: | office@patentusa.com | | |
| Correspondent Name: | Lerner Greenberg Stemer LLP | | |
| Address Line 1: | P.O. Box 2480 | | |
| Address Line 4: | Hollywood, FLORIDA 33022-2480 | | |
| ATTORNEY DOCKET NUMBER: | X-LUBA | | |
| NAME OF SUBMITTER: | WERNER H. STEMER | | |

| | |
|---|--------------------|
| Signature: | /WERNER H. STEMER/ |
| Date: | 07/11/2013 |
| Total Attachments: 5 source=Assignment-Emminence#page1.tif source=Assignment-Emminence#page2.tif source=Assignment-Emminence#page3.tif source=Assignment-Emminence#page4.tif source=Assignment-Emminence#page5.tif | |

ASSIGNMENT OF TRADEMARKS

This Agreement is entered into as of December 31, 2012 by and between, Emminence, LLC (a limited liability company of the State of Florida) having an address and a principal place of business at 5130 North State Road 7, Fort Lauderdale, Florida 33319, (hereinafter "Assignee"), and Aderans Co. Ltd. (a corporation of Japan) having an address and a principal place of business at 13-4 Araki-Cho Shinjuku-Ku Tokyo Japan 160-007 (hereinafter "Assignor"). The Parties hereby expressly represent and warrant that the above-named parties represent all of the appropriate and necessary parties to fully effectuate the purposes and intent of this Agreement.

WHEREAS, Assignor has adopted, used and is using the trademarks set out in Appendix A attached hereto, in interstate and/or international commerce in respect of the goods and services described therein, (the "Marks"); and

WHEREAS, Assignor represents and warrants that it has made use of the Marks in respect of the goods and services set out in Appendix A since at least as early as the dates recited in the corresponding certificates of registration; that it is the sole and exclusive owner of the Marks; that the Marks are subsisting, valid and in full force; that it has not assigned or otherwise transferred or subrogated any interest in or to the Marks; that it is aware of no other person, firm, corporation or association that or who has the right to use the Marks in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; that it has periodically, since the date of first use of the Marks, conducted searches and/or investigations to determine whether or not there were any other such uses and has determined to its own satisfaction that there are not, and that all facts and details pertaining to the Marks as set out in Appendix A hereto, and in any application for or registration of the Marks are true and correct; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to said Marks and the good will of the business symbolized by the Marks and the exclusive right to use the Marks, and all applications therefor and registrations thereof worldwide; and

WHEREAS, Assignor desires to assign and convey same to Assignee, retaining no right or interest

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

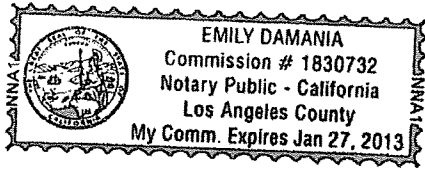
State of California

County of Los Angeles

On Dec 31, 2012 before me, Emily Damania, Notary Public

personally appeared Misaki Shimada

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Signature] Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment of Interests

Document Date: December 31, 2012 Number of Pages: 2 + appendices

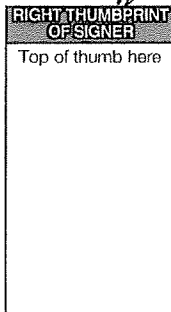
Signer(s) Other Than Named Above: none

Capacity(ies) Claimed by Signer(s)

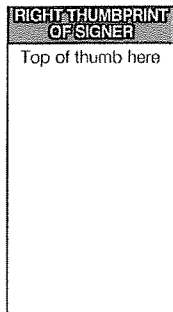
Signer's Name: Misaki Shimada Signer's Name:

Corporate Officer - Title(s): Executive Officer

- Individual
Partner - Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:



- Individual
Partner - Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:



Signer Is Representing: Eminence LLC

Signer Is Representing:

APPENDIX A
To Assignment of Trademarks
Dated: December 31, 2012

| Mark | Country | Reg. No. | Reg. Date | Goods/Services |
|----------------------|-----------------|-------------------------|------------|--|
| SIMPLICITY | US | 4,206,506 | 9/11/2012 | Add-in and add-on hair accessories, namely, artificial hair constructed primarily of human hair |
| SIMPLICITY GRAFTS | US | 4,129,286 | 4/17/2012 | False hair; wigs; hairpieces; toupees; add-in and add-on hair accessories, namely, artificial hair constructed primarily of synthetic and/or human hair; add-in and add-on hair accessories, namely, plaited hair constructed primarily of synthetic and/or human hair; add-in and add-on hair accessories, namely, tresses of hair constructed primarily of synthetic and/or human hair; false beards; false moustaches; hair accessories, namely, top-knots; hair coloring caps; hair curling pins |
| SIMPLICITY | US | 85/729,785 (pending) | N/A | Hair extension removers |
| SIMPLICITY | Europe (CTM) | 009225244 | 11/25/2010 | False hair; Wigs; Hairpieces; Toupees; Artificial hair; Plaited hair; Tresses of hair; Ribbons for the hair; False beards; False moustaches; Hair bands; Barrettes; Hair nets; Hair ornaments; Hair pins; Top-knots; Bows for the hair; Hair curlers [other than hand implements], non-electric; Hair coloring caps; Hair curling pins; Hair grips [slides]; Elastic Ribbons |
| SIMPLICITY GRAFTS | Europe (CTM) | 009225772 | 11/29/2010 | False hair; Wigs; Hairpieces; Toupees; Artificial hair; Plaited hair; Tresses of hair; Ribbons for the hair; False beards; False moustaches; Hair bands; Barrettes; Hair nets; Hair ornaments; Hair pins; Top-knots; Bows for the hair; Hair curlers [other than hand implements], non-electric; Hair coloring caps; Hair curling pins; Hair grips [slides]; Elastic Ribbons |
| SIMPLICITY | Japan | 5376599 | 12/17/2010 | Class 026, Similar Group Codes 16A02 16B01 21A01 21A02 21A03 21B01 |
| SIMPLICITY GRAFTS | Japan | 5368939 | 11/19/2010 | Class 026, Similar Group Codes 16A02 16B01 21A01 21A02 21A03 21B01 21F01 |
| SIMPLICITY | Korea | 4009149600000 | 4/10/2012 | Class 026, Similar Group Codes G120402, G4902, G4510B, G4509A, G120401 |

| Mark | Country | Reg. No. | Reg. Date | Goods/Services |
|----------------------|-----------|----------------------|-----------|--|
| SIMPLICITY GRAFTS | Korea | 4009149610000 | 4/10/2012 | Class 026, Similar Group Codes G120402, G4902, G4510B, G4509A, G120401 |
| SIMPLICITY | Singapore | T1008756A | 7/9/2010 | False hair; wigs; hairpieces; toupees; artificial hair; plaited hair; tresses of hair; hair ribbons; false beards; false moustaches; hair bands; barrettes [hair slides]; hair nets; hair ornaments; hair pins; top- knots [PomPoms]; bows for the hair; hair curlers [other than hand implements], non-electric; hair coloring caps; hair curling pins; hair grips [slides]; elastic ribbons. |
| SIMPLICITY GRAFTS | Singapore | T1008757Z | 7/9/2010 | False hair; wigs; hairpieces; toupees; artificial hair; plaited hair; tresses of hair; hair ribbons; false beards; false moustaches; hair bands; barrettes [hair slides]; hair nets; hair ornaments; hair pins; top- knots [PomPoms]; bows for the hair; hair curlers [other than hand implements], non-electric; hair coloring caps; hair curling pins; hair grips [slides]; elastic ribbons |
| SIMPLICITY | Taiwan | 01461576 | 6/16/2011 | Class 026, Similar Group Codes 2603, 2605 |
| SIMPLICITY | Canada | TMA819296 | 3/7/2012 | Wigs, hairpieces, toupees, hair extensions, hair falls, hair accessories, hair ornaments, hair clips, hair pins, hair ribbons |
| SIMPLICITY | Canada | 1589747 (pending) | N/A | Hair extension removers |