

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359535

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advanced Beauty, Inc.		06/29/2015	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Parfums de Coeur, Ltd.		
Street Address:	6 High Ridge Park, Floor C2		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06905		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86578171	CANTU	
CORRESPONDENCE DATA			
Fax Number:	2033482321		
<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:	2033580800		
Email:	mwagner@dmoc.com		
Correspondent Name:	Matthew C. Wagner		
Address Line 1:	One Atlantic Street		
Address Line 2:	8th Floor		
Address Line 4:	Stamford, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	28145.341		
NAME OF SUBMITTER:	Matthew C. Wagner		
SIGNATURE:	/matthew c. wagner/		
DATE SIGNED:	10/22/2015		
Total Attachments: 14			
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ASSIGNMENT OF INTELLECTUAL PROPERTY

This Assignment of Intellectual Property (this "Assignment"), effective as of June 29, 2015, is entered into by and between Advanced Beauty, Inc., a Texas corporation ("Assignor"), and Parfums de Coeur, Ltd, a Connecticut corporation ("Assignee").

WHEREAS, Assignor is the owner of those certain trademark registrations and applications identified on Schedule A attached hereto ("Assigned Trademarks"); those certain internet domain name registrations identified on Schedule B attached hereto ("Assigned Domain Names"); and trade secrets, unregistered trademarks, and other Business Intellectual Property (as defined in the Purchase Agreement (as defined below));

WHEREAS, pursuant to that certain Asset Purchase and Sale Agreement, dated as of June 5, 2015 (the "Purchase Agreement"), by and among Assignor, Assignee and the other parties thereto, Assignor has agreed to sell to Assignee, and Assignee has agreed to purchase from Assignor, certain assets (the "Acquisition"); and

WHEREAS, in connection with the Acquisition, Assignor has agreed to assign to Assignee, and Assignee has agreed to acquire from Assignor, all of Assignor's right, title, and interest in and to certain of the Assignor's Intellectual Property, including the Assigned Trademarks, the Assigned Domain Names, and the Unregistered IP Rights (as defined below).

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, the Assignor and Assignee hereby agree as follows:

1. Definitions. Terms not defined in this Assignment shall have the meanings ascribed to them in the Purchase Agreement.

2. Conveyance and Acceptance of Assigned Trademarks. Assignor hereby sells, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the Assigned Trademarks (as identified on Schedule A), the goodwill of the business connected with the use of and symbolized by the Assigned Trademarks, the right to sue and recover for past, present, or future infringement thereof, the right to secure registration of such Assigned Trademarks and of this Assignment, and the right to initiate other proceedings before all Governmental Authorities with respect to such Assigned Trademarks.

3. Conveyance and Acceptance of Assigned Domain Names. Assignor hereby sells, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the Assigned Domain Names (as identified on Schedule B), the goodwill of the business connected with the use of and symbolized by the Assigned Domain Names, the right to sue and recover for past, present, or future infringement thereof, the right to secure registration of such Assigned Domain Names and of this Assignment, and the right to initiate other proceedings before all Governmental Authorities with respect to such Assigned Domain Names.

4. Conveyance and Acceptance of Assigned Unregistered IP Rights. Assignor hereby sells, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's

right, title, and interest in and to any unregistered Business Intellectual Property, including without limitation, unregistered trademarks, unregistered copyrights, and trade secrets that constitute Business Intellectual Property (collectively, “Unregistered IP Rights”), and the right to pursue registrations and applications for registration thereof, the right to sue and recover for any past, present, or future infringement or misappropriation thereof, the right to secure registration of this Assignment, and the right to initiate other proceedings before all Governmental Authorities with respect to such Unregistered IP Rights.

5. Recordation.

a. Authorization. Assignor hereby authorizes and requests that the Commissioner for Trademarks and any other sovereign official holding a corresponding position of authority in any other state or country, record this Assignment. Assignor will, at Assignee’s request and expense, take any and all reasonable actions, including without limitation, the execution, acknowledgment, and delivery of any and all documents, that Assignee may reasonably request to record and perfect Assignee’s interest in and to the Assigned Trademarks.

b. Domain Names. Assignor hereby acknowledges and agrees that each internet domain name registrar (the “Registering Authority”) of the Assigned Domain Names is authorized to transfer and record in the name of Assignee ownership of and administrative contact for all of the Assigned Domain Names transferred to it hereunder. Assignor will, at Assignee’s request and expense, take any and all reasonable actions, including without limitation, the execution, acknowledgment, and delivery of any and all documents, that Assignee may reasonably request to record and perfect Assignee’s interest in and to the Assigned Domain Names. Without limiting the foregoing, at Assignee’s request and expense Assignor will cooperate with Assignee to (i) complete any registrant name change agreement or other form required by any applicable Registering Authority to effect or record the assignment contemplated by this Assignment; (ii) submit those registrant name change agreements or other forms to the Registering Authority in accordance with the Registering Authority’s policies and rules; and (iii) take any further actions required by the Registering Authority’s policies and rules to transfer the Assigned Domain Names to Assignee.

6. Governing Law. This Assignment shall in all respects be governed by, and construed in accordance with, the Laws (excluding conflict of laws rules and principles) of the State of Delaware applicable to agreements made and to be performed entirely within such State, including all matters of construction, validity, and performance.

7. Counterparts. This Assignment may be executed by facsimile signatures and in any number of counterparts with the same effect as if all signatory parties had signed the same document. All counterparts shall be construed together and shall constitute one and the same instrument.

8. Purchase Agreement. Notwithstanding anything in this Assignment to the contrary, the sale, transfer, and assignment effectuated hereby is subject in all respects to the

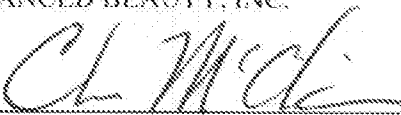
terms and conditions of the Purchase Agreement and nothing in this Assignment, express or implied, is intended or shall be construed to expand or defeat, impair or limit in any way the rights, obligations, claims or remedies of Assignee or Assignor, as set forth in the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall govern.

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IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment as of the date first set forth above.

ASSIGNOR:

ADVANCED BEAUTY, INC.

By: 

Name: Chris McClain

Title: President

[Signature Page to Assignment of Intellectual Property]

TRADEMARK
REEL: 005650 FRAME: 0542

ASSIGNEE:

PARFUMS DE COEUR, LTD.

By: James Stammer

Name: James Stammer

Title: President

SCHEDULE A
to
ASSIGNMENT OF INTELLECTUAL PROPERTY

(1) Bodycology trademark registrations and applications:

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
Bodycology Reg. No.: 3816707 Reg. Date: July 13, 2010 HB Ref.: 45303.00018	U.S.	Shower gel; body wash; body lotion; body cream; non-medicated skin care preparation, namely, body mist; body butter; antibacterial hand soap; eau de parfum (Class 3)	<i>Registered</i>
Bodycology Reg. No.: 1719286 Reg. Date: September 22, 1992 HB Ref.: 45303.00018.017	U.S.	Skin care products; namely, skin moisturizing creams and lotions, bubble bath (Class 3)	<i>Registered</i>
Bodycology Reg. No.: 2353423 Reg. Date: March 18, 2010 HB Ref.: 45303.00018.004	Argentina	(Class 3)	<i>Registered</i>
Bodycology Reg. No.: 2353424 Reg. Date: March 18, 2010 HB Ref.: 45303.00018.005	Argentina	(Class 25)	<i>Registered</i>
Bodycology Reg. No.: 2353425 Reg. Date: March 18, 2010 HB Ref.: 45303.00018.006	Argentina	(Class 28)	<i>Registered</i>

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
Bodycology App. No.: 840334230 App. Date: November 16, 2012 HB Ref.: 45303.00018.031	Brazil	Hair and skin care products, namely hair shampoo, hair conditioner, skin moisturizing, creams and lotions, bath oils, bubble bath, herbal soap, skin preparations (Class 3)	<i>Pending</i>
Bodycology App. No.: 840334249 App. Date: November 16, 2012 HB Ref.: 45303.00018.032	Brazil	Women's clothing, namely wrist bands, headbands, rain suits, jackets, socks, skirts, athletic sleeves, hoods, skull wraps, skull caps, vests, hats, shorts, shirts, leggings, pants, headwear for winter and summer, underwear, tank tops, bras, girdles (Class 25)	<i>Pending</i>
Bodycology App. No.: 840334257 App. Date: November 16, 2012 HB Ref.: 45303.00018.033	Brazil	Light exercise equipment, namely, dumb-bells, jump ropes, and exercise balls (Class 28)	<i>Pending</i>
Bodycology Reg. No.: TMA777184 Reg. Date: September 15, 2010 HB Ref.: 45303.00018.007	Canada	Wares: Hair and skin care products, namely hair shampoo, hair conditioner, skin moisturizing creams and lotions, bath oil, bubble bath, herbal soap, skin preparations; women's clothing, namely wrist bands, headbands, rain suits, jackets, socks, skirts, athletic sleeves, hoods, skull wraps, skull caps, vests, hats, shorts, shirts, leggings, pants, headwear for winter and summer, underwear, tank tops, bras, girdles; light exercise equipment, namely, dumb-bells, jump ropes, yoga mats, and exercise balls (Class: N/A)	<i>Registered</i>
Bodycology	Chile	Hair and skin care products; namely, hair	<i>Registered</i>

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
Reg. No.: 925391 Reg. Date: July 20, 2011 HB Ref.: 45303.00018.008		shampoo, hair conditioner, skin moisturizing cream and lotion, bath oil, bubble bath and herbal soak skin preparation (Class: 3) Women's clothing, namely wrist bands, headbands, rain suits, jackets, socks, skirts, athletic sleeves, hoods, skull wraps, skull caps, vests, hats, shorts, shirts, leggings, pants, headwear for winter and summer, underwear, tank tops, bras, girdles (Class: 25) Light exercise equipment, namely, dumb-bells, jump ropes, yoga mats, and exercise balls (Class: 28)	
Bodycology Reg. No.: 687009 Reg. Date: March 3, 2004 HB Ref.: 45303.00018.003	Chile	Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices (Class: 3)	Registered
Bodycology Reg. No.: 6907128 Reg. Date: August 21, 2010 HB Ref.: 45303.00018.011	China	Dumb-bells; exercise ropes (jump ropes and tug of war ropes); balls for games; fitness balls; armguards; games other than those adapted for use with an external display screen or monitor; toys; chess games; archery implements; swimming pool (play articles); ornaments for Christmas trees (except for illumination articles and confectionery); fishing tackle; racket sweatband (Class: 28)	Registered
Bodycology Reg. No.: 6907129 Reg. Date: September 14, 2010 HB Ref.: 45303.00018.010	China	Clothing; wristbands (clothing); headbands (clothing); rain coats; rain cape; jackets (clothing); socks; skirts; hoods (clothing); skull wraps; skull caps; vests; hats; shorts; shirts; leggings; pants; headwear for winter and summer; underwear; tank tops; bras; girdles; layettes (clothing); bathing suits; costume; gymnastic shoes; running shoes;	Registered

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
		shoes; gloves (clothing); neckties; sashes for wear (Class: 25)	
Bodycology Reg. No.: 6907130 Reg. Date: February 14, 2012 HB Ref.: 45303.00018.009	China	Hair softener; hair lotions; hair washing powder; soft soaps (hair washing); hair colorants; hair waving preparations; adhesives for affixing false hair; neutralizers for permanent waving; hair spray; hair oil; hair growing oil; mousse; treatment oil; pomades for cosmetic purposes; cosmetic preparations for skin care; hand-washing cream; facial wash; beauty masks; skin whitening creams; cosmetic creams; anti-wrinkle cream; acne lotion; speckle removing cream; prickly-heat powders; talcum powders; prickly-heat cure; hair shampoo; hair conditioner; skin moisturizing cream; skin moisturizing lotion; bath lotion; soap; cosmetic preparations for skin care; cleaning preparations; polishing preparations; essential oils; abrasives; dentifrices; incense; cosmetic for animals; facial washing milk (Class: 3)	<i>Registered</i>
Bodycology Reg. No.: 006995617 Reg. Date: April 3, 2009 HB Ref.: 45303.00018.012	European Union (CTM)	Hair and skin care products, namely hair shampoo, hair conditioner, skin moisturizing creams and lotions, bath oil, bubble bath, herbal soap, skin preparations (Class: 3) Women's clothing, namely wrist bands, headbands, rain suits, jackets, socks, skirts, athletic sleeves, hoods, skull wraps, skull caps, vests, hats, shorts, shirts, leggings, pants, headwear for winter and summer, underwear, tank tops, bras, girdles (Class: 25) Light exercise equipment, namely, dumbbells, jump ropes, yoga mats, and exercise balls (Class: 28) Medical services; veterinary services; hygienic and beauty care for human beings	<i>Registered</i>

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
		or animals; agriculture, horticulture and forestry services (Class: 44)	
Bodycology Reg. No.: IDM00289450 Reg. Date: January 17, 2011 HB Ref.: 45303.00018.038	Indonesia	Lotion; toilet soap; perfume (Class: 3)	<i>Registered</i>
Bodycology App. No.: D00 2014 037171 App. Date: August 18, 2014 HB Ref.: 45303.00018.039	Indonesia	Bath oil, bubble bath, body mist, body butter, shower gel, cosmetic preparations for skin treatment, face soaps, essential oil, cleansing milk (Class: 3)	<i>Pending</i>
Bodycology App. No.: D00 2011 013471 App. Date: April 6, 2011 HB Ref.: 45303.00018.028	Indonesia	(Class: 3)	<i>Pending</i>
Bodycology Reg. No.: 1088265 Reg. Date: March 6, 2009 HB Ref.: 45303.00018.014	Mexico	Light exercise equipment, namely, dumbbells, jump ropes, and exercise balls (Class: 28)	<i>Registered</i>
Bodycology Reg. No.: 1088263 Reg. Date: March 6, 2009	Mexico	Hair and skin care products, namely hair shampoo, hair conditioner, skin moisturizing, creams and lotions, bath oils, bubble bath, herbal soap, skin preparations (Class: 3)	<i>Registered</i>

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
HB Ref.: 45303.00018.016			
Bodycology Reg. No.: 1088264 Reg. Date: March 6, 2009 HB Ref.: 45303.00018.015	Mexico	Women's clothing, namely wrist bands, headbands, rain suits, jackets, socks, skirts, athletic sleeves, hoods, skull wraps, skull caps, vests, hats, shorts, shirts, leggings, pants, headwear for winter and summer, underwear, tank tops, bras, girdles (Class: 25)	<i>Registered</i>
Bodycology (and Katakana) Reg. No.: 5326291 Reg. Date: May 28, 2010 HB Ref.: 45303.00018.019	Japan	Soaps and detergents; dentifrices; cosmetics and toiletries; perfumery; fragrances and incenses; abrasive paper; abrasive cloth; abrasive sand; artificial pumice stone; polishing paper; polishing cloth; medicated bath preparations; false nails; false eyelashes; shaving cases; pedicure sets; eyelash curlers; manicure sets; ear picks; vanity cases; cosmetic and toilet utensils (excluding electrical toothbrushes); false beards; false moustaches; hair curlers (non-electric) (Class: 3) Clothing; garters; sock suspenders; suspenders; waistbands; belts for clothing; footwear; masquerade costumes; clothes for sports; boots for sports (Class: 25) Sports training equipment; exercise training equipment; fitness training equipment; other sports equipment; yoga mats (Class: 28)	<i>Registered</i>

(2) Cantu trademark registrations and applications:

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
Cantu App. No.: 86/578171	U.S.	Hair styling preparations; hair care preparations; hair shampoos and conditions; hair sprays and hair gels; heat protectant sprays for hair; hair oils; body wash; body	<i>Pending</i>

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
App. Date: March 26, 2015 HB Ref.: 45303.24.2		moisturizer; body butter; bar soap; body scrub; body oil; skin cream; skin moisturizer; hand cream; hand moisturizers (Class: 3)	
Cantu (and Design - Color) Reg. No.: 3020240 Reg. Date: November 29, 2005 HB Ref.: 45303.00024	U.S.	Hair care styling and preparation products, namely, shampoos, relaxers, conditioners, setting lotions, hair spray and styling gels (Class: 3)	Registered
Cantu App. No.: 3094908 App. Date: February 18, 2015 HB Ref.: 45303.00083	United Kingdom	Hair preparations and treatments; hair care styling and preparation products, namely, shampoos, relaxers, conditioners, setting lotions, hair spray, hair moisturizers, styling gels, pomade, conditioning cream, curling cream, repair cream, strengthening treatments, detangler, heat protector, hair and scalp oil, hair moisturizing conditioners, hair tonic, non-medicated scalp treatment cream, hair moisturizers, hair emollients, hair thickeners, hair lacquer, hair glaze; skin care products, namely, body wash, body lotion, body moisturizer, and body butter (Class: 3)	Published
Cantu App. No.: 013752381 App. Date: February 18, 2015 HB Ref.: 45303.00083.2	European Union (CTM)	Hair preparations and treatments; hair care styling and preparation products, namely, shampoos, relaxers, conditioners, setting lotions, hair spray, hair moisturizers, styling gels, pomade, conditioning cream, curling cream, repair cream, strengthening treatments, detangler, heat protector, hair and scalp oil, hair moisturizing conditioners, hair tonic, non-medicated scalp treatment cream, hair moisturizers, hair emollients, hair thickeners, hair lacquer, hair glaze; skin care products, namely, body wash, body lotion, body moisturizer, and body butter (Class: 3) Medicated hair care preparations; medicated hair serums (Class: 5)	Published

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
		Hair accessories, namely, hair bands, hair barrettes, hair clips; hair elastics; hair ornaments; hair extensions; hair weaves (Class: 26)	

(3) Piper's Perfumery trademark application:

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
Piper's Perfumery App. No.: 86649913 App. Date: June 3, 2015	U.S.	Non-medicated skin care preparation, namely, body mist (Class: 3)	<i>Pending</i>

(4) Lasting Illusions' trademark registration:

MARK	COUNTRY	GOODS	STATUS NEXT DUE DATES
Lasting Illusions Reg. No.: 12467247 Reg. Date: May 8, 2014 HB Ref.: 45303.00062.003	European Union (CTM)	Cologne; fragrances; non-medicated skin care preparation, namely, body mist; perfume (Class: 3)	<i>Registered</i>

SCHEDULE B
to
ASSIGNMENT OF INTELLECTUAL PROPERTY

Domain Names:

DOMAIN NAME	REGISTRAR
www.bodycology.com	Network Solutions
www.bodycology.org	Register.com, Inc.
www.bodycology.us	Network Solutions
www.cantubeauty.com	Network Solutions
www.cantusheabutter.net	Network Solutions
www.pipersperfumery.com	Network Solutions