

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM384084

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|------------------------------|--|
| SUBMISSION TYPE: | RESUBMISSION |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |
| RESUBMIT DOCUMENT ID: | 900363599 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------|----------|----------------|---------------------------|
| Dr. Harold A Lancer | | 03/31/2016 | INDIVIDUAL: UNITED STATES |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Lancer Skincare LLC |
| Street Address: | 440 North Rodeo Drive |
| City: | Beverly Hills |
| State/Country: | CALIFORNIA |
| Postal Code: | 90210 |
| Entity Type: | Limited Liability Company: DELAWARE |

PROPERTY NUMBERS Total: 11

| Property Type | Number | Word Mark |
|----------------|----------|--------------------------|
| Serial Number: | 77417482 | CRT OXYGEN COMPLEX |
| Serial Number: | 86369702 | HYLAPLEX |
| Serial Number: | 86034051 | INTERLOCKING CHEMISTRY |
| Serial Number: | 85841567 | LANCER |
| Serial Number: | 75874675 | LANCER GEL |
| Serial Number: | 85392471 | LANCER M.D. |
| Serial Number: | 85393858 | LANCER METHOD |
| Serial Number: | 85841573 | LANCER SKINCARE |
| Serial Number: | 85612661 | LANCER YOUTH |
| Serial Number: | 77218485 | LANCERX DERMATOLOGY |
| Serial Number: | 86423571 | YOUNGER PURE YOUTH SERUM |

CORRESPONDENCE DATA

Fax Number: 2023448300

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.

Phone: 2023444976

Email: rliebowitz@venable.com, trademarkdocket@venable.com

Correspondent Name: Rebecca Liebowitz

Address Line 1: P.O. Box 34385

TRADEMARK

Address Line 2: c/o Venable LLP
Address Line 4: Washington, D.C. 20043

| | |
|--------------------------------|---------------------|
| ATTORNEY DOCKET NUMBER: | 130329-384493 |
| NAME OF SUBMITTER: | Rebecca Liebowitz |
| SIGNATURE: | /rebecca liebowitz/ |
| DATE SIGNED: | 05/12/2016 |

Total Attachments: 3

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source=Lancer Trademark Assignment#page3.tif

TRADEMARK ASSIGNMENT

WHEREAS, Dr. Harold A. Lancer (hereinafter "Assignor"), a U.S. citizen having an address at Delaware limited liability company having an address at 440 North Rodeo Drive, Beverly Hills, California 90210, United States of America, is the owner of the Trademark Applications and Registrations shown in Schedule "A" and attached hereto, and of the trademarks shown in said applications and registrations, and of the goodwill of the business symbolized by said marks;

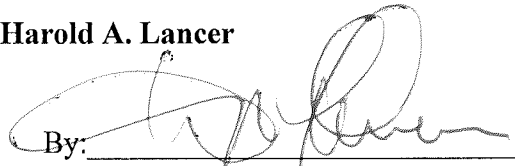
AND WHEREAS, Lancer Skincare LLC (hereinafter "Assignee"), a Delaware limited liability company having an address at 440 North Rodeo Drive, Beverly Hills, California 90210, United States of America, is desirous of acquiring the entire right, title and interest in and to the said trademark registrations, the trademarks shown in said registrations, the goodwill of the business symbolized by said marks, and the right to sue for past infringements;

Assignee is the successor to business and assets of Assignor related to that portion of the Assignors business to which the mark pertains.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said trademark registrations, and the trademarks shown in the said registrations, together with the goodwill of the business symbolized by said marks, the right of Assignor to conduct business under said trademarks, and the right to sue for past infringements of said marks.

Dated this 31 day of March, 2016.

Dr. Harold A. Lancer

By: 

Lancer Skincare LLC

By: 

Name: Harold Lancer

Title: Owner

SCHEDULE "A"

| Trademark | Country | Application No. | Application Date | Case Status | Registration No. | Registration Date |
|-------------------------------------|--------------------------|-----------------|------------------|---------------------|------------------|-------------------|
| LANCER | Australia | 1553862 | 4/26/2013 | Registered | 1553862 | 8/15/2013 |
| YOUNGER PURE YOUTH SERUM | Australia | 1686896 | 4/13/2015 | Registered | 1686896 | 4/13/2015 |
| DR. LANCER CREAMS | Canada | 1644593 | 9/20/2013 | Application allowed | | |
| DR. LANCER MICROCURRENT POWER BOOST | Canada | 1644592 | 9/20/2013 | Application allowed | | |
| LANCER | Canada | 1639192 | 8/6/2013 | Application allowed | | |
| LANCER SKINCARE | Canada | 1639193 | 8/6/2013 | Application allowed | | |
| YOUNGER PURE YOUTH SERUM | Canada | 1723512 | 4/13/2015 | Pending | | |
| LANCER | Republic of Korea | 4020130052097 | 8/2/2013 | Registered | 40-10435500000 | 6/19/2014 |
| YOUNGER PURE YOUTH SERUM | Republic of Korea | 4020150027211 | 4/14/2015 | Registered | 401151030 | 12/28/2015 |
| YOUNGER PURE YOUTH SERUM | United Arab Emirates | 237317 | 7/20/2015 | Published | | |
| CRT OXYGEN COMPLEX | United States of America | 77/417482 | 3/10/2008 | Registered | 4088188 | 1/17/2012 |
| HYLAPLEX | United States of America | 86/369702 | 8/18/2014 | Registered | 4843905 | 11/3/2015 |
| INTERLOCKING CHEMISTRY | United States of America | 86/034051 | 8/9/2013 | Registered | 4700663 | 3/10/2015 |
| LANCER | United States of America | 85/841567 | 2/5/2013 | Registered | 45444495 | 6/3/2014 |
| LANCER GEL | United States of America | 75/874675 | 12/17/1999 | Registered | 2559742 | 4/9/2002 |
| LANCER M.D. | United States of America | 85/392471 | 8/8/2011 | Registered | 4335580 | 5/14/2013 |
| LANCER METHOD | United States of America | 85/393858 | 8/9/2011 | Application allowed | | |
| LANCER SKINCARE | United States of America | 85/841573 | 2/5/2013 | Registered | 4637787 | 11/11/2014 |
| LANCER YOUTH | United States of America | 85/612661 | 4/30/2012 | Registered | 4397165 | 9/3/2013 |
| LANCERX DERMATOLOGY (AND DESIGN) | United States of America | 77/218485 | 6/28/2007 | Registered | 3693146 | 10/6/2009 |
| YOUNGER PURE YOUTH SERUM | United States of America | 86/423571 | 10/14/2014 | Registered | 4755173 | 6/16/2015 |

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REEL: 005788 FRAME: 0502

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Los Angeles)
On March 31, 2016 before me, Karen Sternbach, Notary Public,
Date Here Insert Name and Title of the Officer
personally appeared Harold A. Lancer
Name(s) of Signer(s)

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 Karen Sternbach
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: _____ Document Date: _____
Number of Pages: _____ Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____
 Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____
 Partner — Limited General Partner — Limited General
 Individual Attorney in Fact Individual Attorney in Fact
 Trustee Guardian or Conservator Trustee Guardian or Conservator
 Other: _____ Other: _____
Signer Is Representing: _____ Signer Is Representing: _____