

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM402504

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Olaplex LLC		04/25/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Liqwd, Inc.		
Street Address:	1482 East Valley Rd #701		
City:	Santa Barbara		
State/Country:	CALIFORNIA		
Postal Code:	93108		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4553436	OLAPLEX	
Registration Number:	4682909	BOND PERFECTOR	
Registration Number:	4557585	BOND MULTIPLIER	
CORRESPONDENCE DATA			
Fax Number:			
<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:	jgriswold@honigman.com		
Correspondent Name:	Anessa Owen Kramer		
Address Line 1:	39400 Woodward Avenue, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
NAME OF SUBMITTER:	Anessa Kramer		
SIGNATURE:	/anessa kramer/		
DATE SIGNED:	10/19/2016		
Total Attachments: 2			
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source=20160425 Olaplex to Liqwd#page2.tif			

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TRADEMARK ASSIGNMENT

Assignment as of this 25th day of April 2016 by and between Olaplex, LLC ("Olaplex" or "Assignor") and Liqwd, Inc. ("Liqwd" or "Assignee").

WITNESSTH

Whereas Olaplex, LLC, a limited liability corporation, with an address at 1482 East Valley Road, 701 Santa Barbara, California 93108, is the owner of rights in and to the trademark registrations and applications which are depicted on Exhibit A ("Trademarks") and any and all international extensions or applications for the same Trademarks;

WHEREAS, Assignee desired to acquire all of Assignors' right, title, and interest in and to the Trademarks, and any applications and registrations therefore anywhere in the world (collectively the "Trademark Assets");

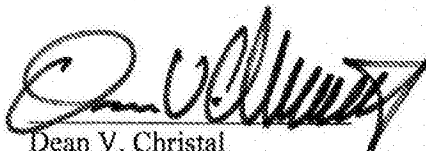
WHEREAS, Assignors desire to transfer all of their right, title and interest in and to the Trademark Assets to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficient of which is hereby acknowledged:

1. Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, absolutely and forever, all of Assignor's right, title and interest, whether statutory or at common law in and to the Trademarks and the Trademark Assets, together with the goodwill of the business symbolized by the Trademarks, throughout the world, including the right to prosecute any pending applications to register any of the Trademarks, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.
2. The parties agree to promptly execute any and all additional documents that are reasonably necessary to accomplish the intent of this assignment and to record the same in the various jurisdictions throughout the world where necessary.

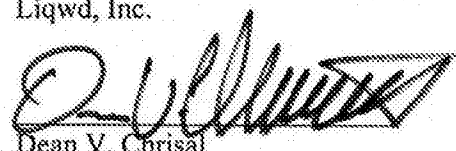
In WITNESS WHERE, the parties have executed this assignment on the date first written above.

Assignee
Olaplex, LLC



Dean V. Christal
Manager and CEO

Assignor
Liqwd, Inc.



Dean V. Christal
Owner

Exhibit A

Depiction of Mark	Country	Registration Number	Registration Date	Class, Goods and Services
OLAPLEX	USA	4,553,436	6/17/14	Class 03; Hair care preparations; Hair coloring preparations; Hair relaxing preparations; Hair styling preparations; Preparations for permanent hair waves
	International Reg.	1,219,309	9/10/14	
	International Reg.	1187399	11/27/13	
	International Reg.	1757006	11/27/13	
	Canada	TMA 912626	8/27/15	
	Australia	1,599,458	11/27/13	
BOND PERFECTOR	USA	4,682,909	2/3/15	Class 03; Hair care preparations; Hair coloring preparations; Hair relaxing preparations; Hair styling preparations; Preparations for permanent hair waves.
	International Reg.	1239481	2/7/15	
	Australia	1682577	11/17/14	
BOND MULTIPLIER	USA	4,557,585	6/24/14	Class 03; Hair care preparations; Hair coloring preparations; Hair relaxing preparations; Hair styling preparations; Preparations for permanent hair waves.
	International Reg.	1229380	11/17/14	
	Australia	1666716	11/17/14	