

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM556483

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Olaplex LLC		01/08/2020	Limited Liability Company: DELAWARE
LIQWD, Inc.		01/08/2020	Corporation: CALIFORNIA
Dean V Christal		01/08/2020	INDIVIDUAL: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	Olaplex, Inc.
<b>Street Address:</b>	800 Boylston Street
<b>Internal Address:</b>	c/o Advent International Corporation
<b>City:</b>	Boston
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02199
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	4343576	UV44
Registration Number:	3604429	OLATHERAPY
Registration Number:	3942231	CALIFORNIA SMOOTH
Registration Number:	4171299	THE PERFECT WAVE
Registration Number:	3412072	LIQWD
Serial Number:	88217917	NO. 3
Serial Number:	87932258	NO. 3 HAIR PERFECTOR
Serial Number:	87103196	BOND SHAPER
Serial Number:	88079694	BROWBOND
Serial Number:	88079648	LASHBOND
Registration Number:	4682909	BOND PERFECTOR
Registration Number:	5045548	INSURANCE FOR YOUR CLIENT'S HAIR
Registration Number:	5182458	THE CHEMISTRY OF COLOR
Registration Number:	5209275	EVERY CLIENT. EVERY SERVICE.
Registration Number:	5830403	BOND MAINTENANCE
Registration Number:	4557585	BOND MULTIPLIER

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4553436	OLAPLEX
Registration Number:	5866756	BOND SMOOTHER

**CORRESPONDENCE DATA**

**Fax Number:** 6172359493

*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:** 212-841-0406

**Email:** USTrademarkMail@ropesgray.com,  
melissa.karasavidis@ropesgray.com

**Correspondent Name:** Melissa Karasavidis, Ropes & Gray LLP

**Address Line 1:** 1211 Avenue of the Americas

**Address Line 4:** New York, NEW YORK 10036

<b>ATTORNEY DOCKET NUMBER:</b>	AICE-255-005
<b>NAME OF SUBMITTER:</b>	Melissa Karasavidis
<b>SIGNATURE:</b>	/Melissa Karasavidis/
<b>DATE SIGNED:</b>	01/08/2020

**Total Attachments: 8**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”) is made as of January 8, 2020 by and among Olaplex LLC, a Delaware limited liability company with an address at 1482 East Valley Road, Suite 701, Santa Barbara, CA 93108 (“**Olaplex**”), LIQWD, Inc., a California corporation with an address at 1482 East Valley Road, Suite 701, Santa Barbara, CA 93108 (“**LIQWD**”) and Dean V. Christal, an individual with a mailing address at 1482 East Valley Road, Suite 701, Santa Barbara, California 93108 (“**Christal**,” together with LIQWD and Olaplex, the “**Assignors**”), on the one hand, and Olaplex, Inc., a Delaware corporation with an address at c/o Advent International Corporation, 800 Boylston Street, Boston, MA 02199, Attention: Tricia Glynn and James Westra (the “**Assignee**”), on the other hand.

WHEREAS, an Assignor is the record owner of the trademarks set forth in the attached Schedule I (the “**Marks**”); and

WHEREAS, the Assignors and the Assignee have entered into an Intellectual Property Assignment Agreement dated as of January 8, 2020 (the “**Agreement**”) and pursuant to the Agreement, the Assignee wishes to acquire from the Assignors, and the Assignors wish to transfer to the Assignee, said Marks and the goodwill associated with such Marks.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignors and the Assignee agree as follows:

1. The Assignors hereby sell, assign, transfer, convey and deliver to the Assignee, its successors and assigns, their entire right, title and interest in, to and under the Marks, the goodwill of its business symbolized by the Marks, and all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past, present and future infringement; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule I, the transfer of such applications accompanies the transfer of the business, or portion of the business to which the intent-to-use trademark application pertains, and that business is ongoing and existing. The Assignors agree to execute all documents and assignments and to perform such other acts as the Assignee may reasonably request to secure to it the rights hereby conveyed.
2. The Assignors shall duly execute and deliver or cause to be executed and delivered all instruments of sale, conveyance, transfer and assignment, and notices, releases, acquittances and other documents and perform such further acts reasonably requested by the Assignee, as may be necessary to sell, assign, transfer, convey and deliver to, and consolidate, vest and record in the Assignee, full ownership of the Marks and other rights conveyed herewith. In the event any Assignor incurs any reasonable, out-of-pocket costs, expenses or fees in connection with the performance of its obligations pursuant to this paragraph, the Assignee shall promptly reimburse such Assignor for any such amounts, excluding (i) any salaries, benefits or other compensation for officers, employees or consultants of such Assignor, and (ii) any attorneys’ fees.

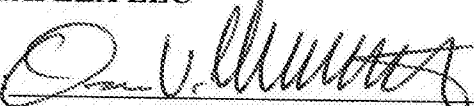
3. The Assignors hereby request the U.S. Commissioner of Patents and Trademarks to record this Assignment, as to the assigned Marks referred to herein.
4. The Assignors hereby request and authorize Ropes & Gray LLP, of 800 Boylston Street, Boston, MA 02199, to insert hereon any further identification information necessary or desirable for recordation of this document, including without limitation the filing date and registration number or application number of assigned applications or registrations, if not yet known, when known.
5. This Assignment is being delivered in connection with and subject to the Agreement and to the extent of any conflict between this Assignment and the Agreement, the Agreement shall control.
6. Whenever possible, each provision of this Assignment will be interpreted in such a manner as to be effective and valid under applicable laws and regulations, but if any provision of this Assignment is held to be prohibited by or invalid under applicable laws and regulations, such provision will be ineffective only to the extent of such prohibition or invalidity, without invalidating the remainder of such provision or the remaining provisions of this Assignment. It is understood that any finding of invalidity of one assignment as effected hereby shall not affect the assignment of other Marks assigned to the Assignee hereunder.
7. This Assignment shall be construed and enforced in accordance with the internal laws (and not the law of conflicts of laws) of the United States of America and the State of Delaware. This Assignment may be executed and delivered (including by facsimile transmission or .pdf, .tif, .gif, .jpeg or similar attachment to electronic mail (any such delivery, an “**Electronic Delivery**”)) in one or more counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties hereto and delivered to the other party, it being understood that all parties need not sign the same counterpart. No party hereto shall raise the use of Electronic Delivery to deliver a signature or the fact that any signature or agreement or instrument was transmitted or communicated through the use of Electronic Delivery as a defense to the formation of a contract, and each party forever waives any such defense, except to the extent such defense relates to lack of authenticity.

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IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed as of the day and year first written above.

ASSIGNORS:

**OLAPLEX LLC**

By:   
Name: DEAN V. CHRISTAL  
Title: MANAGER

**LIQWD, INC.**

By:   
Name: DEAN V. CHRISTAL  
Title: President

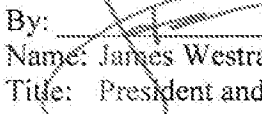
**DEAN V. CHRISTAL**



Accepted by:

ASSIGNEE:

**OLAPLEX, INC.**

By:   
Name: James Westra  
Title: President and General Counsel

*[Signature Page to Trademark Assignment]*

**TRADEMARK**  
**REEL: 006833 FRAME: 0391**

**Schedule I**  
**Trademarks**

Country	Trademark	Status	Reg. No. App. No.	Reg. Date App. Date	Owner	Goods/Services
US	UV44	Registered	4343576 85550660	May 28, 2013 February 23, 2012	Christal, Dean V.	(Int'l Class: 03) hair styling preparations
US	OLATHERAPY	Registered	3604429 78801871	April 7, 2009 January 29, 2006	Christal, Dean V.	(Int'l Class: 03) hair care preparations, color treatment products, namely, shampoos, conditioners, gels, hair creams and lotions, hair sprays, hair mousses, hair sculpting gel, hair tonics, hair lotion, non-medicated skin care preparations, namely, skin cleanser, skin moisturizer, skin cream, skin lotion, cosmetics, namely, facial make-up, foundation make-up, eye make-up, eye cream, eye shadow, cheek blush, make-up remover, lipstick, lip gloss, lip balm, body lotion, body wash, bath soap, bath oils, essential oils for personal use, massage oils, aromatherapy oils, perfume, cologne, toilet water, incense
US	CALIFORNIA SMOOTH	Registered	3942231 85056692	April 5, 2011 June 7, 2010	Christal, Dean V.	(Int'l Class: 03) hair care preparations; hair relaxing preparations; hair shampoos and conditioners; hair styling preparations; styling lotions
US	THE PERFECT WAVE	Registered	4171299 85469914	July 10, 2012 November 10, 2011	Christal, Dean V.	(Int'l Class: 03) hair care preparations; hair styling preparations
US	LIQWD	Registered	3412072 77010024	April 15, 2008	Dean V. Christal	(Int'l Class: 03) hair care preparations, color treatment products, namely, shampoos, conditioners, hair gels, hair creams and

Country	Trademark	Status	Reg. No. App. No.	Reg. Date App. Date	Owner	Goods/Services
				September 28, 2006		lotions, hair sprays, hair mousses, hair tonics, non-medicated skin care preparations, namely, skin cleanser, skin moisturizer, skin cream, skin lotion; cosmetics, namely, facial make-up, foundation make-up, eye make-up, eye cream, eye shadow, cheek blush, make-up remover, lipstick, lip gloss, lip balm, body lotion, bath soap, bath oils, essential oils for personal use, massage oils, aromatherapy oils, perfume, cologne, toilet water, incense, liquid soaps for hands, face and body
US	NO. 3	Pending	N/A 88217917	N/A December 5, 2018	Liqwd, Inc.	(Int'l Class: 03) Hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	NO. 3 HAIR PERFECTOR	Pending	N/A 87932258	N/A May 22, 2018	Liqwd, Inc.	(Int'l Class: 03) Hair care preparations, namely, treatment to reduce breakage and strengthen hair
US	BOND SHAPER	Allowed	N/A 87103196	N/A July 13, 2016	Liqwd, Inc.	(Int'l Class: 03) hair care preparations for licensed hair care professionals; hair coloring preparations for licensed hair care professionals; hair relaxing preparations for licensed hair care professionals; hair styling preparations for licensed hair care professionals; preparations for permanent hair waves for licensed hair care professionals; all of the aforementioned excluding hair glues, hair adhesive, hair cementing or hair fusing materials
US	BROWBOND	Allowed	N/A 88079694	N/A August 15, 2018	Liqwd, Inc.	(Int'l Class: 03) Eyebrow cosmetics excluding eyebrow glues, eyebrow adhesives, eyebrow cementing, or eyebrow fusing materials
US	LASHBOND	Allowed	N/A	N/A	Liqwd, Inc.	(Int'l Class: 03) cosmetic preparations for eye lashes



Country	Trademark	Status	Reg. No. App. No.	Reg. Date App. Date	Owner	Goods/Services
			88079648	August 15, 2018		excluding eye lash glues, eye lash adhesives, eye lash cementing, or eye lash fusing materials
US	BOND PERFECTOR	Registered	4682909 86243863	February 3, 2015 April 6, 2014	Liqwd, Inc.	(Int'l Class: 03) hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	INSURANCE FOR YOUR CLIENT'S HAIR	Registered	5045548 86919223	September 20, 2016 February 25, 2016	Liqwd, Inc.	(Int'l Class: 03) hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	THE CHEMISTRY OF COLOR	Registered	5182458 86748872	April 11, 2017 September 5, 2015	Liqwd, Inc.	(Int'l Class: 03) hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	EVERY CLIENT. EVERY SERVICE.	Registered	5209275 87207695	May 23, 2017 October 18, 2016	Liqwd, Inc.	(Int'l Class: 03) hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	BOND MAINTENANCE	Registered	5830403 87711739	August 6, 2019 December 7, 2017	Liqwd Inc., Ta Olaplex, Inc.	(Int'l Class: 03) Hair care preparations; Shampoo-conditioners
US	BOND MULTIPLIER	Registered	4557585 86106997	June 24, 2014 October 31, 2013	Liqwd, Inc.	(Int'l Class: 03) hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	OLAPLEX	Registered	4553436 86105774	June 17, 2014 October 30, 2013	Liqwd, Inc.	(Int'l Class: 03) hair care preparations; hair coloring preparations; hair relaxing preparations; hair styling preparations; preparations for permanent hair waves
US	BOND SMOOTHER	Registered	5866756 88313236	September 24, 2019	Liqwd Inc.	(Int'l Class: 03) Hair care preparations

Country	Trademark	Status	Reg. No.	Reg. Date	Owner	Goods/Services
			App. No.	App. Date		
				February 23, 2019		