# OP \$115.00 5652974

#### TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 ETAS ID: TM557518 Stylesheet Version v1.2

SUBMISSION TYPE:NEW ASSIGNMENTNATURE OF CONVEYANCE:ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Filo America		07/23/2019	Corporation: CALIFORNIA

#### **RECEIVING PARTY DATA**

Name:	Mission Series Inc.
Street Address:	1585 West Mission Blvd.
City:	Pomona
State/Country:	CALIFORNIA
Postal Code:	91766
Entity Type:	Corporation: DELAWARE

#### **PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	5652974	LUXURY ESSENTIALS
Registration Number:	5661350	PACIFIC
Registration Number:	5636374	MOMMY AND ME
Registration Number:	3542569	ROYAL

#### **CORRESPONDENCE DATA**

**Fax Number:** 7147362000

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:** 714-736-2039

Email: davidk@kittrich.com

Correspondent Name: David E. Koerner

Address Line 1: 1585 West Mission Blvd.

Address Line 4: Pomona, CALIFORNIA 91766

NAME OF SUBMITTER:David E. Koerner, Esq.SIGNATURE://David E. Koerner//DATE SIGNED:01/14/2020

**Total Attachments: 19** 

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#### ASSET PURCHASE AGREEMENT

#### RECITALS

WHEREAS, Seller owns and operates a business which sells, imports, and/or distributes various health and beauty related products through an established distribution channel; (the "Business"), and;

WHEREAS, Buyer wishes to acquire certain assets of the Business as set forth in this Agreement, and;

WHEREAS, Seller has agreed to sell and the Buyer has agreed to purchase the Purchased Assets as defined in Schedule 1.

NOW, THEREFORE, in consideration of the premises and mutual covenants set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, as well as the covenants, conditions, stipulations and agreements hereinafter contained, the Parties hereto, intending to be bound, do mutually covenant and agree as follows:

# 1. Sale of the Purchased Assets; Assumption of the Assumed Contracts.

- a. Seller hereby sells, conveys, assigns, and transfers to the Buyer, the assets and all rights associated with those assets, set forth on **Schedule 1** (the "Purchased Assets"), free and clear of any and all liens and encumbrances, except as may be specifically identified in this Agreement, and the Buyer hereby accepts the sale, conveyance, assignment, and transfer of the Purchased Assets and only assumes the Buyer's obligations under the contracts disclosed and listed on **Schedule 1** (the "Assumed Contracts"), which is attached to this Agreement and incorporated by reference.
- Seller also hereby sells, conveys, assigns, and transfers to the Buyer, all rights, claims and ownership in any names, tradenames, trademarks, patents or

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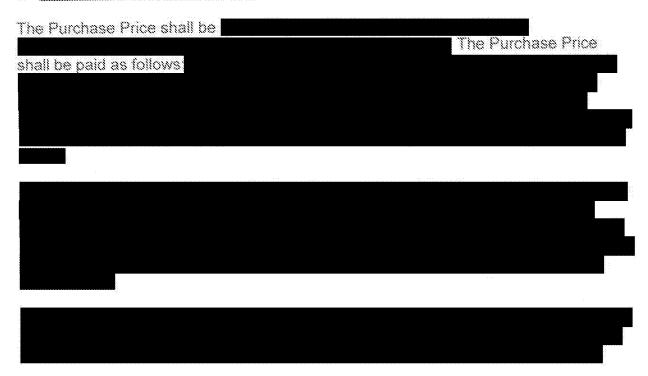
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copyrighted material with respect to the Purchased Assets, and intellectual property (Collectively referred to as "Intellectual Property") owned or controlled by Seller, which shall be listed as Exhibit C to **Schedule 1**, which is attached to this Agreement and incorporated by reference. If Seller has any reason to believe that any usage of said Intellectual Property is improper, prohibited, unauthorized and/or illegal, Seller shall, prior to the Close, disclose this to Buyer.

2. No Other Assumption of Liabilities.



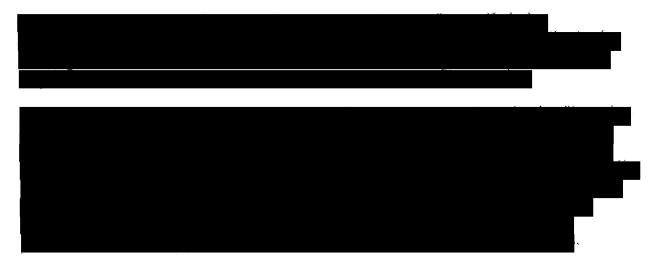
3. Purchase Price; Adjustment



Asset Purchase Agreement

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#### 4. Geographic Territory.



#### 5. Representations and Warranties of Seller.

Seller represents and warrants to Buyer, which representations and warranties Buyer is relying upon:

- a. That it can enter into this Agreement freely, has full entity power and authority to do so, and that there are no persons or entities that have any rights, options or ownership interests that could interfere with this Agreement or that would be adverse to Buyer;
- b. That Seller now has and at the time of the Close, will have good and marketable title to all the Purchased Assets, and, unless specifically identified in **Schedule 1** of this Agreement, will have the full right and power to transfer said assets to Buyer, free

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- and clear of any security interests, liens, claims, options, charges or other encumbrances:
- c. That Seller is not violating any restrictions with respect to its articles of incorporation, corporate bylaws, or any clause, condition, prior agreement, license, law or regulation that Seller may be subject to
- d. That Filo America, is a valid California corporation in good standing with the California Secretary of State, the California Franchise Tax Board, the United States Internal Revenue Service, and any other applicable local, state or federal agency;
- e. That no person or entity has any right or other claim against Seller for any commissions, fees, wages, judgments, settlements or compensation as a finder or broker in connection with the transaction contemplated by this Agreement;
- f. That there are no current, or to Seller's knowledge, pending or contemplated lawsuits either against or initiated by Seller or its owners and/or principals, that there are no planned or contemplated strategic breaches of Agreements with customers or vendors, and that all current vendor accounts are current on credit terms or paid in full. If Buyer, for any reason, is forced or required to pay any obligation of Seller, then Buyer shall receive a credit against any amounts due to Seller under Section 3 above.



- That Seller either owns or has the express written permission to use the images or statements used on any packaging, marketing, social media accounts (including, without limitation Facebook, Google Plus, LinkedIn, Twitter and YouTube accounts);
- That Seller is the owner of all right, title and interest in and to all of the Trademarks or other Intellectual Property, in each case free and clear of any and all encumbrances, covenants, conditions and restrictions or other adverse claims or interests of any kind or nature. Seller has not received any written notice or claim or any oral notice or claim, challenging Seller's complete and exclusive ownership of the Trademarks or any other Intellectual Property included in this Agreement.
- j. That Seller will cooperate in taking any action or executing any document or agreement required to complete all obligations under this Agreement, whether or not such action is specifically referenced in this Agreement.

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- I. That Seller will indemnify, defend, and hold harmless Buyer from and against any financial loss, legal liability, damage, or expense arising from any breach of the above representations and warranties, or any action arising from Seller's conduct prior to the Effective Date.
- m. If required, Seller will license or otherwise provide for Buyer to utilize the Filo America name in furtherance of Buyer being able to fully promote and sell Purchased Assets to specific or particular accounts or channels. Nothing in this Section shall be construed as requiring Seller to relinquish or sell rights to ownership of the Filo America name or corporate entity.
- 6. Transition Services of FP



7. Mutual Representations and Warranties.

The parties hereto mutually warrant and represent to each other that:

- a. There are no agreements which would prohibit either Party from entering into this Agreement and the contents of any certificates or other documents furnished by either Party and attached to this Agreement on their behalf, shall be true and correct;
- No representation or warranty made by Seller or Buyer contained in this Agreement contains, or fails to contain and/or state, any material fact that would any statements herein or therein contained misleading or untruthful;
- c. All representations and warranties contained in this Agreement shall survive the Close.
- 8. Non-Solicitation; Confidentiality.

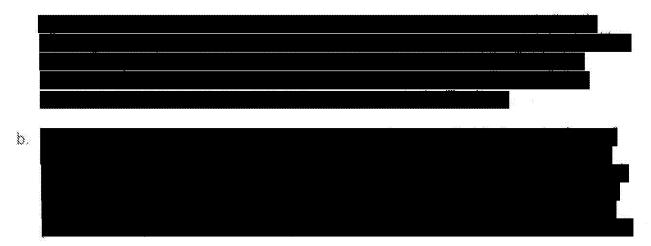
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#### 9. Accuracy of Representations and Warranties.

The representations and warranties made by the Seller with respect to this Agreement shall be correct in all material respects on and as of the date of execution with the same force and effect as though such representations and warranties had been made as of the Close.

#### 10. Deliveries on Close.

The "Close" or "Closing" shall be the date mutually agreed upon by the Parties where the transfer of the Purchased Assets as set forth in the Agreement shall occur, along with the following:

# a. Deliveries by Seller.

- i. Executed Agreement:
- ii. Executed Bill of Sale conveying the Purchased Assets to Buyer;
- iii. The required consents, if any, of the directors and/or shareholders of the corporation:
- iv. Any of the Purchased Assets not delivered prior to Close;
- V. Assignment or transfer of any and all intellectual property and/or assignments in registrable form, if applicable, of all trademarks and trade names, whether or not registered, patents, copyrights, and other such forms of intellectual property, including all goodwill associated with same, which form part of the Purchased Assets as more fully described in Schedule 1, and.
- vi. Such other documents as are required by this Agreement.

#### b. Deliveries by Buyer.

- Executed Agreement;
- ii. Payment as set forth in the "Purchase Price" section of this Agreement; and,
- iii. Such other documents as are required by this Agreement.

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11.	11. Risk and Insurance	
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12.	12. <u>Parties in Interest</u>	
4°0	42 Evenen	
1000	13. <u>Expenses</u> .	
		100
		* * *
14.	14. <u>Amendment and Waiver</u> .	
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44.	14. Amendment and Waiver.	
	14. Amendment and Waiver.  15. Choice of Law/Venue.	

# 16. Section and Other Headings.

Section, paragraph, and other headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement.

#### 17. Counterpart Execution.

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute but one and the same instrument. A facsimile signature shall have the same effect as an original.

Asset Purchase Agreement

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Initials 🔱

#### 18. Gender and Number.

All personal pronouns used in this Agreement shall include the other genders whether used in the masculine or feminine or neutral gender, and the singular shall include the plural whenever and as often as may be appropriate.

9. <u>Indemnification.</u>	
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O. <u>Attorney's Fees.</u>	
1. No Construction Against Preparer.	

## 22. Severability.

In the event any of the clauses or covenants contained in this Agreement are construed to be invalid or unenforceable, the same shall not affect the remainder of the clause or clauses, covenant or covenants, which shall be given full effect without regard to the invalid portion.

#### 23. Integrated Agreement.

This Agreement, including all documents referenced herein and to be delivered pursuant hereto, constitutes the entire Agreement between the Parties and there are no

Asset Purchase Agreement

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Agreements, understandings, restrictions, warranties, or representations between the Parties other than those set forth herein or herein provided for.

# 24. Survival of Representations and Warranties.

The representations and warranties contained in and made pursuant to this Agreement shall survive the Closing.

# 25. Cooperation.

# 26. Arbitration of Disputes.



#### 27. Notice.



Asset Purchase Agreement

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Mission Series Inc.

1585 W. Mission Blvd. Pomona, CA 91766

Attn: Robert Friedland

E-Mail Address: robertf@kittrich.com

Filo America

6560 Bandini Blvd. Commerce, CA 90040 Attn: Fred Pourbaba

E-Mail Address: fred@filioamerica.com

Fred Pourbaba

6560 Bandini Blvd. Commerce, CA 90040

E-mail Address: fred@filoamerica.com

IN WITNESS WHEREOF, the Parties have executed this Agreement on the date first above written.

Buyer:	Seller:
Mission Series Inc.	Filo America
By: Robert Friedland President	By: Fred Pourbaba President

By: Fred Pourbaba

Individually, solely with respect to Section 6

Asset Purchase Agreement

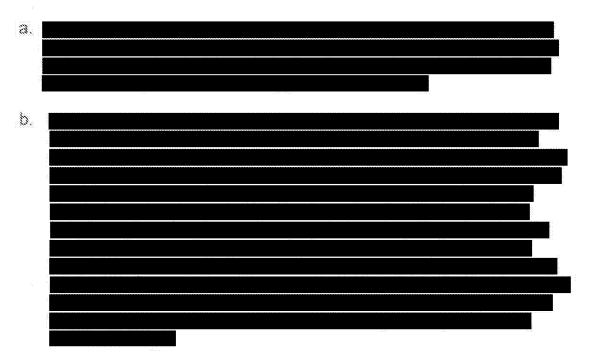
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#### SCHEDULE 1

#### Purchased Assets.

"Purchased Assets" means all of the assets of the Seller used or useful in the operation of the Business, including the following assets, but specifically excluding the Excluded Assets:



C. all trade names, and associated goodwill, and all copyrights, patents, trademarks, trade secrets, and other intellectual property, including but not limited to plans, research and development of products, both current and contemplated and developed by or on behalf of Seller for use or distribution in the Territory, as listed in Exhibit C to this Schedule 1.

# Excluded Assets.

# Assumed Contracts.

Asset Purchase Agreement

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#### EXHIBIT A to SCHEDULE 1

Books, records, lists of customers, distributors and vendors



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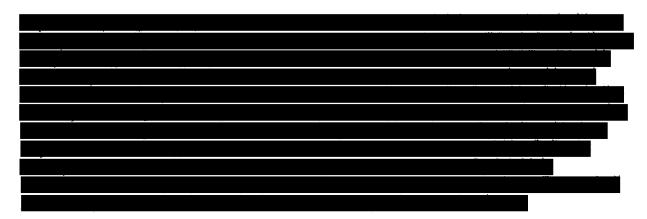
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#### EXHIBIT B to SCHEDULE 1

## Inventory

# Inventory and Product Items:



Royal Antiseptic Mouth Rinse Peppermint 16.9 oz
Royal Antiseptic Mouth Rinse Green Mint 16.9 oz
Royal Antiseptic Mouth Rinse Amber 16.9 oz
Royal Whitening Pre-Brush Rinse Cool Mint 16.9 oz
Royal Mouthwash 1 Liter (33.8 oz) Original Mint
Royal Dandruff Shampoo Dry Scalp Care 10 oz.
Royal Dandruff Shampoo Damaged Hair 10 oz.
Royal Baby Shampoo 15 oz.
Royal Baby Lotion 12 oz
Royal Petroleum Jelly in Tube 7 oz
Pacific Regular Shave Cream 14 oz
Royal Creamy Petroleum Jelly Cocoa Scent 7 Oz
Royal Black Soap with Shea Butter 3.5 oz
Elite Essentials Bath Brush
Elite Essentials Pedi-Paddle 4-Step
Royal Lubricating Moisturizing Lotion w/Vitamin E 15 oz
Royal Bath Soak Lavender Scented Epsom Salt 16 oz
Royal Foot Soak Spearmint and Menthol Scented Epsom Salt 16 Oz
Royal Sore Muscle and Back Soak Eucalyptus Scented Epsom Salt 16
ar .
Elite Essentials Nail Clipper Vanity Pack Oval
Basic Essentials Deep Cleaning Astringent 10 oz
Basic Essentials Oil Free Acne Wash 6 oz.
Basic Essentials Foaming Facial Wash 6.78 oz

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EXHIBIT B, continued
Elite Essentials Deep Pore Cream Cleanser 7 oz.
Basic Essentials Beauty Lotion 6 fl oz
Virx Hand Sanitizer with Pump 8 oz.
EElite Essentials 3 Piece Travel Kit
Royal Blue Toilet Bowl Cleaner 5.3 oz. 3 Count
Royal Oxi Multi Purpose Stain Remover Cleaner 14 oz.
Royal Odor Absorbing Crisp Linen Scented Gel 14 oz.
Royal Odor Absorbing Citrus Melody Scented Gel 14 oz.
Pacific Triple Blade 6 Count Disposable Razor for Men
Pacific Triple Blade 6 Count Disposable Razor for Women
Pacific 3 Blade Disposable Razor for Women 4 count
Pacific Five Blade 3 Count Disposable Razor w/Trimmer for Men
Pacific Four Blade 3 Count Disposable Razor for Women
Pacific Five Blade 3 Count Disposable Razor for Women
Royal Dandruff Shampoo Dry Scalp Care 10 oz.
Royal Dandruff Shampoo Damaged Hair 10 oz
Royal Beauty Bar Soap 2 Ct. 8.5 oz
Royal Lubricating Moisturizing Lotion w/Cocoa & Shea Butter 15 oz.
Royal Hand Soap with Pump 16.9 oz with Shelf Display
Pacific Sensitive Skin Shaving Gel 7 oz
Elite Essentials Facial Cleansing Power Brush

Elite Essentials Dua	Sided Facial Brush 4 displays of 12 brushes each display
Elite Essentials Dua	l Sided Facial Brush 4 displays of 12 brushes each display
Elite Essentials Shap	oing Mousse Super Hold 7 oz
Elite Essentials Extr	a Hold Hair Spray 8 oz
Elite Essentials Arga	an Oil Hair Heat Defense Leave in Spray 5 oz C/P 12
Elite Essentials Arga	an Oil Hair Mask 7.43 oz
Elite Essentials Arg:	an Oil shampoo & Conditioner 12 oz.
Basic Essentials Sup	er Hold Hair Mousse 7oz
Basic Essentials Sup	per Hold Hair Spray 8oz.
Elite Essentials Coc	onut Oil Shampoo & Conditioner 12 oz.
Sound Body Facial I	Brush
Sound Body Facial I	Replacement Brush
Sound Body Clemer	ntine Strawberry Shaving Gel for Women 7 oz.
Loreal Paris Assorts	ed Hair Color

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Asset Purchase Agreement

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XHIBIT B, continued	
uxury Essentials Fresh Dry Shampoo 4.9 oz.	
uxury Essentials Original Dry Shampoo 4.9 oz.	
Firte Essentials Facial Cleansing Charcoal Infused Power Brush	
Display: Elite Essentials Argan, Keratin, Coconut and Macadamia Oil Hair Mask	
Basic Essentials Super Hold Hair Spray Boz	
Basic Essentials Super Hold Hair Mousse 7oz.	
Elite Essentials Facial Cleansing Power Brush in Metallic Silver	
Elite Essentials Charcoal Infused Replacement Brush Heads 2 count	
Pacific Triple Blade 6 Count Disposable Razor for Men	
Pacific Triple Blade 6 Count Disposable Razor for Women	
Sound Body Aloe Enriched Shave Cream 11 oz C/P 12	
Sound Body Sensitive Skin Shave Gel 7 oz C/P 12	
Pacific Twin Blade Rubber Handle 14 ct Disposable Razor for Men	
Pacific Twin Blade Rubber Handle 14 Ct Disposable Razor for Women	
Elite Essentials Facial Cleansing Power Brush	
Elite Essentials Replacement Brush Heads 2 count	
Black Crow Edge Control	
Black Onyx Shampoo	
Black Onyx Conditioner	
Black Citys Details for	
Anti-Breikage Hair Serum	
Razor Protector	

Modesa 50 Count plastic swabs
uxury Essentials African Black Soap 8 oz
uxury Essentials Shea Butter Soap 8 oz
Modesa 100 Count Triple Size Cotton Balls
Modesa 80 Count Catton Rounds
amily Dollar Pocket Tissue
Display Modesa Cotton Blue Plastic Swab 500 ct.
Display Modesa Cotton Blue Plastic Swab (Canister) 300 ct.
Luxury Essentials Liquid Hand Soap Spring Shower 11.25
Luxury Essentials Liquid Hand Soap Spring Shower 11.25 oz
Luxury Essentials Liquid. Hand Soap Pomegranate and Mango 11,25 oz.

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#### EXHIBIT B, continued

Luxury Essentials Liquid Hand Soap Pomegranate and Mango 11 25 oz.

Luxury Essentials Liquid Hand Soap Coconut and Hibiscus 11-25 oz

Luxury Essentials Liquid Hand Soap Coconut and Hibiscus 11.25 oz.

Luxury Essentials Liquid Hand Soap Shea Butter 11.25 oz.

Luxury Essentials Liquid Hand Soap Shea Butter 11:25 oz.

Luxury Essentials Liquid Hand Soap Shea Butter 40oz. Refill

Luxury Essentials Liquid Hand Soap Spring Shower Refill 40 oz

Display Modesa Cotton Blue Plastic Swab Applicators 75 ct.

Royal Advanced Paper Stick Cotton Swabs 300 Count

Razor Protector

Market Carrier Williams Commencer

Modesa Condition 2015 Share on the con-

Modesa Dandroff 2NE Shampon Clean Apple 13.5 (c)

Modesa Everyddy Clean Shampor 19,5 or

Pacific 64oz Liquid Hand Soap w/ 8 oz. Hand Soap

Virx Instant Hand Sanitizer Original, Lavender and Aloe Vera with Clip 2 pack 2 oz. C/P: 24

Royal Antibacterial Hand Soap with Pump 16.9 oz with Shelf Display C/P:12

Elite Essentials Deep Pore Cream Cleanser 7 oz.

Elite Essentials Argan Oil Hydrating Styling Hair Cream 4 oz.

Basic Essentials Body Oils 4 oz., Almond, Avocado and Coconut

Luxury Essentials Hand Cream 3 Pack Set of 2 oz. each tube; Coconut, Avoca...

Display: Luxury Essentials Kids Bath Sponges - Unicorn, Chicken and Panda...

Pacific Triple Blade 6 Count Disposable Razor for Men.

Pacific Triple Blade 6 Count Disposable Razor for Women

Smart Sense Paper Stick Cotton Swabs 500 count

Pacific 4 Blade Disposable Razor 4 Count for Women

Pacific 4 Blade Disposable Razors 4 Count for Men.

Royal 500 Count Cotton Swabs Paper Sticks

Pacific Twin Blade Rubber Handle 14 ct Disposable Razor for Men

Pacific Twin Blade Rubber Handle 14 Ct Disposable Razor for Women

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EXHIBIT B, continued Royal 70 Count Super Jumbo Cotton Balls Elite Essentials Facial Cleansing Power Brush Royal 50 Count Hydro Square Cotton Pads Royal Advanced Paper Stick Cotton Swabs 300 Count Amoray Care 100 Count Round Pad Royal Alcohol Cleansing Pads 100 Count Virx Instant Hand Sanitizer Original, Lavender and Aloe Vera with Clip 2 pack 2 oz. 12724 Royal Hand Soap with Pump 16.9 oz with Shelf Display Royal 100 Count Round Cotton Pads Royal 80 Count Round Cotton Pads Royal 300 Count Cotton Swabs Paper Sticks Royal 100 Count Jumbo Cotton Balls Sound Body 300 Count Jumbo Cotton Balls Sound Body 500 Count Paper Stick Cotton Swabs Royal Advanced Paper Stick Cotton Swabs 300 Count. Sound Body 100 Count Spunlace Round Pads Sound Book (Co. County Octon Swap, Wood Street County Essentials Black Bar Scop with Shea Butter 8 of CVP 24 Covery Commission Steel Builting Basic Council (P. 24) Entertain North State (1997) and the state of the state o Ethe Essentials Anti-Breakage Hair Serum 4 oz.

Best Choice Petroleum Jelly 13 oz.
Best Chaice Baby Lotion 15 az.
Best Choice Vapor Bath 15 oz.
Best Choice Baby Wash 15 oz.
Best Choice Baby Wash 15 oz.
Best Choice Gold Bar Soap 3.5 oz. 3 Count
Best Choice Spring Fresh Bar Soap 3.5 oz. 3 Count
Best Choice 300 Count Color Plastic Swabs
Best Choice Double Tipped Plastic Stick Swabs 2x50
count
Best Choice Hair Detangler 10 oz.
Best Choice 100 Count Alcohol Swabs
Best Choice 80 Count Safety Swabs



Royal Bamboo Sticks 500 count

XHIBIT B, continued	
est Choice 80 Count Safety Swabs	
est Choice Baby Oil 14 oz	
est Choice Sensitive Skin Beauty Bar Soap 4 oz 2	
ount	
est Choice Pocket Tissues 3-Ply 3 Pack: 21x21cm	
est Choice 300 Count Cotton Swab, Wood Sticks	
est Choice Baby Shampoo 15 oz.	
est Choice Baby Shampoo 15 oz.	
est Choice Moisturizing Beauty Bar Soap 4 oz. 2	
ount	
est Choice Petroleum Jelly 3.75 oz. C/P:24	

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#### **EXHIBIT C to SCHEDULE 1**

#### Intellectual Property and Purchased Assets Described in Schedule 1, Purchased Assets category (c)

Full list to be provided by Seller prior to or contemporaneously with the Close, but must include all applicable information and details pertaining to any intellectual property. patents, trademarks, or trade names related to the sales and promotion in the Territory of all products being acquired, whether HBA, HBC or otherwise. This includes, but is not limited to:

All trade names, and associated goodwill, and all copyrights, patents, trademarks, tradesecrets, and other intellectual property, including but not limited to plans, research and development of products, both current and contemplated and developed by or on behalf of Seller in connection with products sold or to be sold in the Territory, including, but not limited to, the following brands:

- 1. Royal (Trademark Reg. No. 3,542,569)
- 2. Pacific (Trademark Reg. No. 3,397,983)
- 3. Virx (Trademark Reg. No. 3,397,984)
- 4 Luxury Essentials (Trademark Red, No. 5.652.974)
- 5. Basic Essentials
- 6. Elite Essentials
- 7. Black Onyx
- 8. Ear Swab/Cleaner Patent

Seller shall have a limited, non-exclusive right to use trademarks in regions outside the Territory, in 99 Only stores in the Territory, and in Puerto Rico during the transitional period that Seller establishes its new brands, trade names and trademarks. This period shall not exceed six (6) months after the Effective Date unless mutually agreed otherwise.

Asset Furchase Agreement

RECORDED: 01/14/2020

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