

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM580295

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900548611

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Drybar Products LLC		03/09/2020	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Helen of Troy Limited
Street Address:	One Helen of Troy Plaza
City:	El Paso
State/Country:	TEXAS
Postal Code:	79912
Entity Type:	Company: BARBADOS

PROPERTY NUMBERS Total: 73

Property Type	Number	Word Mark
Serial Number:	87822206	FULL KEG
Serial Number:	87951155	GUYBAR
Serial Number:	87822240	HALF KEG
Serial Number:	87605081	KEGGER
Serial Number:	87340546	MOCKTAIL
Serial Number:	88586712	JUMP START
Serial Number:	88611101	LIQUID GLASS
Serial Number:	88011948	
Serial Number:	88011947	
Serial Number:	87720985	THE BRUSH CRUSH
Serial Number:	88489850	THE DOUBLE SHOT
Serial Number:	88585716	THE LEMON BAR
Serial Number:	85796756	100 PROOF
Serial Number:	86765863	BABY BUTTERCUP
Serial Number:	86406355	BAY BREEZE
Serial Number:	87586341	BIG CRIMPIN'
Serial Number:	86552710	BLONDE ALE
Serial Number:	86087594	BUTTERCUP

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	77960806	
Serial Number:	85672272	
Serial Number:	86365078	DOUBLE PINT
Serial Number:	86948333	DOUBLE STANDARD
Serial Number:	77944223	DRYBAR
Serial Number:	87919753	DRYBAR
Serial Number:	86901662	DRYBAR
Serial Number:	85842497	DRYBAR
Serial Number:	77982583	DRYBAR
Serial Number:	87427930	DRYBAR
Serial Number:	85672274	DRYBAR
Serial Number:	87263916	DRYBAR DETOX
Serial Number:	86611098	DRY-ON-THE-FLY
Serial Number:	87615366	FLAT MATE
Serial Number:	86365069	FULL PINT
Serial Number:	86140856	GOLD MINE
Serial Number:	86365073	HALF PINT
Serial Number:	86442513	HAPPY HOUR
Serial Number:	88097170	LUCKY BI*CH
Serial Number:	86552721	MAI TAI SPRITZER
Serial Number:	85672187	MANHATTAN
Serial Number:	85796766	MONEY MAKER
Serial Number:	86075154	MONEY TO BLOW
Serial Number:	86629732	MR. INCREDIBLE
Serial Number:	86558689	MUDSLIDE
Serial Number:	77944218	NO CUTS. NO COLOR. JUST BLOWOUTS.
Serial Number:	87224305	ON THE ROCKS
Serial Number:	85651205	PEACE, LOVE & BLOWOUTS
Serial Number:	85652271	PEACE, LOVE & BLOWOUTS!
Serial Number:	86951466	PREP RALLY
Serial Number:	86552715	SAKE BOMB
Serial Number:	86766250	SLUMBER PARTY
Serial Number:	85796785	SOUTHERN BELLE
Serial Number:	86552713	SPARKLING SODA
Serial Number:	85672186	STRAIGHT UP
Serial Number:	88270953	SUPER LEMON DROP
Serial Number:	87503646	TEXAS TEA
Serial Number:	87586365	TEXAS TEASE

Property Type	Number	Word Mark
Serial Number:	87586361	TEXAS TEASE
Serial Number:	86552724	THE 3-DAY BENDER
Serial Number:	87203809	THE BOUNCER
Serial Number:	85796771	THE CHASER
Serial Number:	87666846	THE KICKER
Serial Number:	85672188	THE MAI TAI
Serial Number:	85672223	THE MORNING AFTER
Serial Number:	87586374	THE OLD FASHIONED
Serial Number:	87579719	THE SHERIFF
Serial Number:	87156018	THE TINY TRESS PRESS
Serial Number:	86589363	THE TRESS PRESS
Serial Number:	86822882	THE WARDEN
Serial Number:	87234336	THE WRAP PARTY
Serial Number:	86255525	TRIPLE SEC
Serial Number:	85672185	UP-TINI
Serial Number:	86589369	VELVET HAMMER
Serial Number:	87346889	WHISKEY FIX

CORRESPONDENCE DATA

Fax Number: 2149783099

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: 2149783000

Email: dallastrademarks@bakermckenzie.com

Correspondent Name: Dyan M. House

Address Line 1: 1900 N. Pearl St., Suite 1500

Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 24066990-000007

NAME OF SUBMITTER: Dyan M. House

SIGNATURE: /Dyan M. House/

DATE SIGNED: 06/09/2020

Total Attachments: 7

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (hereinafter this "Assignment") is entered between Drybar Products LLC ("Assignor"), a Delaware limited liability company, and Helen of Troy Limited ("Assignee"), a Barbados company. Assignor and Assignee are hereinafter collectively referred to as the "Parties" and each may be individually referred to as a "Party." This Assignment is effective as of the date it has been signed below ("Effective Date").

WHEREAS, Assignor wishes to assign to Assignee all of Assignor's right, title, and interest in and to the trademarks set forth on *Schedule A* to this Assignment, and all goodwill associated therewith (the "Assigned Trademarks") under the terms of this Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each Party:

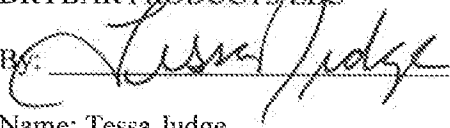
1. Assignor is the owner of all rights, title, and interest in and to the Assigned Trademarks.
2. Assignor and Assignee agree that, as of the Effective Date, Assignee shall assign to Assignee all of Assignor's rights, title, and interest in and to the Assigned Trademarks and the goodwill of the business carried on in association with the Assigned Trademarks.
3. Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee, and do other lawful acts necessary to carry out the intent of this Assignment, as well as provide such documents, materials, information, and assistance as Assignee may consider necessary to carry out the intent of this Assignment.
4. This Assignment constitutes the entire agreement between the Parties and supersedes any prior understandings, agreements, or representations by or between the Parties, written or oral, to the extent they relate to the Assigned Trademarks.
5. This Assignment shall be binding upon Assignor and all of Assignor's successors and assigns, and shall be binding upon and inure to the benefit of Assignee and its successors and assigns.
6. This Assignment shall be construed, interpreted, and applied in accordance with the laws of the State of Delaware without regard to its conflict of law principles.

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment, each through its authorized representative, as of the date shown below.

ASSIGNOR:

DRYBAR PRODUCTS, LLC

By: 

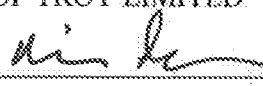
Name: Tessa Judge

Title: Secretary and General Counsel

Date: March 9, 2020

ASSIGNEE:

HELEN OF TROY LIMITED

By: 

Name: Brian L. Grass

Title: Chief Financial Officer

Date: March 10, 2020

STATE OF TEXAS

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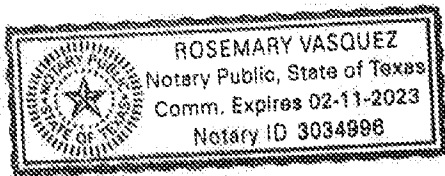
COUNTY OF EL PASO

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On March 9, 2020 before me, ROSEMARY VASQUEZ, Notary Public, personally appeared Tessa Judge, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Rosemary Vasquez
NOTARY PUBLIC
My Commission Expires: 2-11-2023

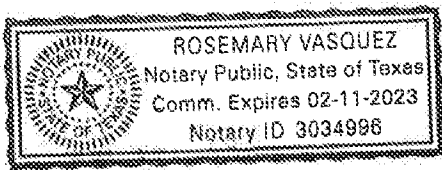
STATE OF TEXAS

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COUNTY OF EUPASO

On March 10, 2020 before me, ROSEMARY VASQUEZ, Notary Public, personally appeared Brian L. Grass, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Rosemary Vasquez
NOTARY PUBLIC
My Commission Expires: 2-11-2023

Mark Name	Country	Serial No.	Registration No.	Class(es)
FULL KEG	UNITED STATES	87/822,206		021
GUYBAR	UNITED STATES	87/951,155		003, 021, 044
HALF KEG	UNITED STATES	87/822,240		021
KEGGER	UNITED STATES	87/605,081		021
MOCKTAIL	UNITED STATES	87/340,546		003, 044
JUMP START	UNITED STATES	88/586,712		003
LIQUID GLASS	UNITED STATES	88/611,101		003
NON-VISUAL	UNITED STATES	88/011,948		003
"DETOX" SCENT MARK				
NON-VISUAL	UNITED STATES	88/011,947		003, 004
"TRIPLE SEC" SCENT MARK				
THE BRUSH CRUSH	UNITED STATES	87/720,985		008
THE DOUBLE SHOT	UNITED STATES	88/489,850		021
THE LEMON BAR	UNITED STATES	88/585,716		021
100 PROOF	UNITED STATES	85/796,756	4,371,990	03
BABY BUTTERCUP	UNITED STATES	86/765,863	5,110,880	011
BAY BREEZE	UNITED STATES	86/406,355	4,886,661	003
BIG CRIMPIN'	UNITED STATES	87/586,341	5,752,110	008
BLONDE ALE	UNITED STATES	86/552,710	4,875,943	003
BUTTERCUP	UNITED STATES	86/087,594	4,529,605	011
Buttercup Logo	UNITED STATES	77/960,806	3,856,768	044
Buttercup Logo	UNITED STATES	85/672,272	4,423,968	044
DOUBLE PINT	UNITED STATES	86/365,078	4,978,694	021
DOUBLE STANDARD	UNITED STATES	86/948,333	5,183,173	003
DRYBAR	UNITED STATES	77/944,223	4,354,273	03
DRYBAR	UNITED STATES	87/919,753	5,642,548	035
DRYBAR	UNITED STATES	86/901,662	5,044,864	009
DRYBAR	UNITED STATES	85/842,497	4,442,715	008, 011, 021
DRYBAR	UNITED STATES	77/982,583	4,043,735	044
DRYBAR	UNITED STATES	87/427,930	5,281,444	026
DRYBAR & Design	UNITED STATES	85/672,274	4,423,969	044
DRYBAR DETOX	UNITED STATES	87/263,916	5,205,143	003

DRY-ON-THE-FLY	UNITED STATES	86/611,098	4,836,818	044
FLAT MATE	UNITED STATES	87/615,366	5,752,177	021
FULL PINT	UNITED STATES	86/365,069	4,916,619	021
GOLD MINE	UNITED STATES	86/140,856	4,570,068	003
HALF PINT	UNITED STATES	86/365,073	4,916,620	021
HAPPY HOUR	UNITED STATES	86/442,513	4,839,844	003
LUCKY BI*CH	UNITED STATES	88/097,170	5,749,552	009, 044
MAI TAI SPRITZER	UNITED STATES	86/552,721	4,831,244	003
MANHATTAN	UNITED STATES	85/672,187	4,279,933	044
MONEY MAKER	UNITED STATES	85/796,766	4,371,991	003
MONEY TO BLOW & Design	UNITED STATES	86/075,154	4,562,894	016
MR. INCREDIBLE	UNITED STATES	86/629,732	5,009,170	003
MUDSLIDE	UNITED STATES	86/558,689	4,831,727	003, 044
NO CUTS. NO COLOR. JUST BLOWOUTS.	UNITED STATES	77/944,218	3,856,546	044
ON THE ROCKS	UNITED STATES	87/224,305	5,331,209	003
PEACE, LOVE & BLOWOUTS! & Design	UNITED STATES	85/651,205	4,411,933	44
PEACE, LOVE & BLOWOUTS! & Design	UNITED STATES	85/652,271	4,593,367	003, 008
PREP RALLY	UNITED STATES	86/951,466	5,196,967	003
SAKE BOMB	UNITED STATES	86/552,715	4,831,243	003
SLUMBER PARTY	UNITED STATES	86/766,250	5,110,884	024
SOUTHERN BELLE	UNITED STATES	85/796,785	4,371,997	003
SPARKLING SODA	UNITED STATES	86/552,713	4,831,242	003
STRAIGHT UP	UNITED STATES	85/672,186	4,279,932	044
SUPER LEMON DROP	UNITED STATES	88/270,953	5,827,131	021
TEXAS TEA	UNITED STATES	87/503,646	5,380,274	003
TEXAS TEASE	UNITED STATES	87/586,365	5,433,025	21
TEXAS TEASE	UNITED STATES	87/586,361	5,597,012	21
THE 3-DAY BENDER	UNITED STATES	86/552,724	4,831,245	008
THE BOUNCER	UNITED STATES	87/203,809	5,325,464	011
THE CHASER	UNITED STATES	85/796,771	4,371,992	003
THE KICKER	UNITED STATES	87/666,846	5,597,245	003
THE MAI TAI	UNITED STATES	85/672,188	4,279,934	044
THE MORNING AFTER	UNITED STATES	85/672,223	4,279,935	025

THE FASHIONED	OLD	UNITED STATES	87/586,374	5,644,612	044
THE SHERIFF		UNITED STATES	87/579,719	5,432,461	03
THE TINY TRESS PRESS		UNITED STATES	87/156,018	5,318,369	08
THE TRESS PRESS		UNITED STATES	86/589,363	4,883,174	008
THE WARDEN		UNITED STATES	86/822,882	5,111,077	003
THE WRAP PARTY		UNITED STATES	87/234,336	5,331,240	008
TRIPLE SEC		UNITED STATES	86/255,525	4,740,602	003
UP-TINI		UNITED STATES	85/672,185	4,279,931	044
VELVET HAMMER		UNITED STATES	86/589,369	4,883,176	003
WHISKEY FIX		UNITED STATES	87/346,889	5,285,806	003

TRADEMARK

REEL: 006956 FRAME: 0387

RECORDED: 05/11/2020