

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653087

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HFC Prestige International Operations Switzerland Sàrl		04/19/2021	Sarl (limited liability company): SWITZERLAND

RECEIVING PARTY DATA

Name:	Wella International Operations Switzerland Sàrl
Street Address:	Chemin Louis-Huber 1-3
City:	1213 Petit-Lancy
State/Country:	SWITZERLAND
Entity Type:	Sarl (limited liability company): SWITZERLAND

PROPERTY NUMBERS Total: 55

Property Type	Number	Word Mark
Registration Number:	1355059	CLIMAZON
Serial Number:	90083218	BACKSTAGE
Serial Number:	85416661	BLONDOR
Serial Number:	87512280	COLOR CARE FORMULA
Serial Number:	88715163	COLOR DJ
Serial Number:	86419302	COLORTANGO
Serial Number:	87833926	COLORTANGO TONERS
Serial Number:	85382306	CREMEFUSE TECHNOLOGY
Serial Number:	86911505	DERMA TESTED DENSITY DIAMETER PRO THICK
Serial Number:	86742337	DESIGN IT
Serial Number:	85537145	DIAMAX
Serial Number:	86046200	DIAMAX ADVANCED
Serial Number:	86742363	DRAMATIZE IT
Serial Number:	86742357	FIBER UP
Serial Number:	88460818	FREEOLOGY
Serial Number:	88536273	FREEOLOGY
Serial Number:	85382307	GELFUSE TECHNOLOGY
Serial Number:	77942906	GLOBAL ELITE
Serial Number:	85768880	HAIRDRESSERS AT HEART
Serial Number:	85537139	HTX

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	73754126	KADUS
Serial Number:	75300558	KOLESTON PERFECT
Serial Number:	88657428	KP
Serial Number:	87029588	LIGHT2COLOR
Serial Number:	88656888	LIGHT PLEX
Serial Number:	77678170	LIQUIFUSE TECHNOLOGY
Serial Number:	76493357	MAGMA
Serial Number:	88182008	MASTER COLOR EXPERT C
Serial Number:	86474078	MOISTURE EMBRACE TECHNOLOGY
Serial Number:	85851270	NIOSCOPE
Serial Number:	75035241	NIOSPRAY
Serial Number:	73717138	NIOXIN
Serial Number:	78619607	NIOXIN CLEANSER
Serial Number:	86632686	NIOXIN INTENSIVE THERAPY NIGHT DENSITY R
Serial Number:	78619608	NIOXIN SCALP THERAPY
Serial Number:	78619609	NIOXIN SCALP TREATMENT
Serial Number:	88429830	NUCILIUM-PLEX
Serial Number:	87527544	OR OIL REFLECTIONS LIGHT
Serial Number:	86474077	POWERPIGMENTS
Serial Number:	87638668	PRESET
Serial Number:	77660118	RECHARGING COMPLEX
Serial Number:	87308175	REVELATION
Serial Number:	85971593	SALON SAVVY
Serial Number:	77506141	SCALP RECOVERY
Serial Number:	77237072	SCALP RENEW
Serial Number:	87458569	SEBASTIAN SUBLIMATE
Serial Number:	86742352	SHIELD IT
Serial Number:	86742360	SPARK UP
Serial Number:	86742354	SWAP IT
Serial Number:	87134874	SYSTEM PROFESSIONAL ALPHA ENERGY
Serial Number:	85551082	THICKENING XTRAFUSION TREATMENT
Serial Number:	87458585	TRISPECTRA FORMULA
Serial Number:	85979153	WELLA PROFESSIONALS
Serial Number:	87712382	WELLOXON PERFECT
Serial Number:	76430850	XPERT

CORRESPONDENCE DATA

Fax Number: 3124199440

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: 312-380-6504
Email: dgurfinkel@dennemeyer-law.com
Correspondent Name: Daniel M. Gurfinkel
Address Line 1: Dennemeyer & Associates, LLC
Address Line 2: 2 North Riverside Plaza, Suite 1500
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:	Daniel M. Gurfinkel
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SIGNATURE:	/daniel m. gurfinkel/
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DATE SIGNED:	06/10/2021
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Total Attachments: 2

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UNITED STATES OF AMERICA

ASSIGNMENT OF TRADEMARKS

HFC Prestige International Operations Switzerland Sàrl, an entity organized under the laws of Switzerland as a limited liability company, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assigns to **Wella International Operations Switzerland Sàrl**, an entity organized under the laws of Switzerland as a limited liability company, having a place of business at Chemin Louis-Hubert 1-3, 1213 Petit-Lancy, Switzerland all of its rights, title and interest together with the goodwill of the marks appurtenant thereto and the right to sue and collect for past infringement, in and to the following Trademarks and Trademark Registrations:

90083218 BACKSTAGE
4111980 BLONDOR
1355059 CLIMAZON
5740447 COLOR CARE FORMULA (& Pink Trefoil Device)
88715163 COLOR DJ
4878421 COLORTANGO
87833926 colortango TONERS & Design
4436954 CREMEFUSE TECHNOLOGY
5099005 DERMA TESTED DENSITY DIAMETER PRO THICK (& Pie Chart Device 16 bw)
5196329 DESIGN IT
4205833 DIAMAX
4629682 DIAMAX ADVANCED
5196334 DRAMATIZE IT
5196332 FIBER UP
88460818 FREEOLOGY
88536273 FREEOLOGY (& Device 19)
4436955 GELFUSE TECHNOLOGY
4206372 GLOBAL ELITE
4602076 HAIRDRESSERS AT HEART
4205831 HTX
1541152 KADUS
2272817 KOLESTON PERFECT
88657428 KP
5108638 LIGHT2COLOR
88656888 LIGHTPLEX
4115278 LIQUIFUSE TECHNOLOGY
3505699 MAGMA
88182008 MASTER COLOR EXPERT (& C Device 2018)
4906059 MOISTURE EMBRACE TECHNOLOGY
4417792 NIOSCOPE
2015707 NIOSPRAY

1508806 NIOXIN
3199687 NIOXIN CLEANSER
5037479 NIOXIN INTENSIVE THERAPY NIGHT DENSITY RESCUE
3199688 NIOXIN SCALP THERAPY
3199689 NIOXIN SCALP TREATMENT
88429830 NUCILIUM-PLEX
5801013 OIL REFLECTIONS LIGHT & Design
4875743 POWERPIGMENTS
5553427 PRESET
3751327 RECHARGING COMPLEX
87308175 REVELATION
4470893 SALON SAVVY
3712915 SCALP RECOVERY
3787791 SCALP RENEW
5506161 Sebastian Sublimate
5196330 SHIELD IT
5196333 SPARK UP
5196331 SWAP IT
5282610 SYSTEM PROFESSIONAL ALPHA ENERGY
4225145 THICKENING XTRAFUSION TREATMENT
87458585 TRISPECTRA FORMULA (& Triangle Device 07 bw)
4394048 WELLA PROFESSIONALS (& Woman's Head Device 08 bw)
5687234 WELLOXON PERFECT
2715618 XPERT

HFC Prestige International Operations Switzerland Sàrl



Dated: 19.04.2021

By _____
Name: Raluca Judele
Title: Authorized Signatory