

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM656395

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Noxell Corporation		02/17/2021	Corporation: MARYLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wella Operations US, LLC		
<b>Street Address:</b>	4500 Park Granada, Suite 100		
<b>City:</b>	Calabasas		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91302		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4653998	ALPHA-RED	
<b>Registration Number:</b>	4654070	FLARE	
<b>Registration Number:</b>	740432	FLAXEN BLONDE	
<b>Registration Number:</b>	4800813	RESULTS TODAY. BEAUTIFUL ALWAYS.	
<b>Registration Number:</b>	1231598	SECOND NATURE	
<b>Registration Number:</b>	2250232	TEXTURES & TONES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3124199440		
<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>			
<b>Phone:</b>	312-380-6504		
<b>Email:</b>	dgurfinkel@dennemeyer-law.com		
<b>Correspondent Name:</b>	Daniel M. Gurfinkel		
<b>Address Line 1:</b>	Dennemeyer & Associates, LLC		
<b>Address Line 2:</b>	2 North Riverside Plaza, Suite 1500		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	30100-1016632TTA 1436683		
<b>NAME OF SUBMITTER:</b>	Daniel M. Gurfinkel		
<b>SIGNATURE:</b>	/daniel m. gurfinkel/		
<b>DATE SIGNED:</b>	06/28/2021		

OP \$165.00 4653998

**Total Attachments: 1**

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**UNITED STATES OF AMERICA**

**ASSIGNMENT OF TRADEMARKS**

**Noxell Corporation**, a company organized under the laws of the state of Maryland (US), for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assigns to **Wella Operations US, LLC**, a company organized under the laws of the state of Delaware (US), having a place of business at **4500 Park Granada, Suite 100, Calabasas, CA 91302, United States of America** 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:

**4653998 ALPHA-RED;**

**4654070 FLARE;**

**740432 FLAXEN BLONDE;**

**4800813 RESULTS TODAY. BEAUTIFUL ALWAYS.;**

**1231598 SECOND NATURE;**

**2250232 TEXTURES & TONES**

**Noxell Corporation**

Dated: 17/02/2021

By: Raluca Judele \_\_\_\_\_



Title: Authorized Signatory

To be simply signed