

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM672319

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ecoco, Inc.		09/04/2020	Corporation: ILLINOIS
Talyoni LLC		09/04/2020	Limited Liability Company: ILLINOIS
T.T. Beauty LLC d/b/a Master Well Comb		09/04/2020	Limited Liability Company: ILLINOIS
Ecoco Jax LLC		09/04/2020	Limited Liability Company: FLORIDA

RECEIVING PARTY DATA

Name:	Estyle Corp, LLC
Street Address:	11650 Central Parkway
City:	Jacksonville
State/Country:	FLORIDA
Postal Code:	32224
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	1482968	KREW COMB
Registration Number:	2014350	ECOSTAR
Registration Number:	2556230	ECOSTYLER
Registration Number:	2309659	TRUE
Registration Number:	2298086	
Registration Number:	2373927	HIP GRIP
Registration Number:	3019448	VASSI
Registration Number:	3994133	
Registration Number:	4137882	PINHEAD
Registration Number:	4247533	EQUIPO LATINO
Registration Number:	4411560	BRAIDS RX
Registration Number:	4564697	K OYL
Registration Number:	4932740	INFUSE 'N CURL
Registration Number:	4744513	EL PATRÓN

OP \$515.00 1482968

Property Type	Number	Word Mark
Registration Number:	5161140	ECO STYLE
Registration Number:	6085883	E
Serial Number:	87679793	CALIFORNIA'S BEST
Serial Number:	88192406	TALYONI
Serial Number:	88802433	ECO
Serial Number:	88802515	ECO

CORRESPONDENCE DATA

Fax Number: 9142880023
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: 9148213090
Email: tmdocket@leasonellis.com
Correspondent Name: Matthew L. Frisbee
Address Line 1: One Barker Avenue, Fifth Floor
Address Line 4: White Plains, NEW YORK 10601

NAME OF SUBMITTER:	Matthew L. Frisbee
SIGNATURE:	/Matthew L. Frisbee/
DATE SIGNED:	09/03/2021

Total Attachments: 10
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment") is effective as of September 4, 2020, by and among (a)(i) Ecoco, Inc., an Illinois corporation ("Ecoco"), (ii) Talyoni LLC, an Illinois limited liability company ("Talyoni"), (iii) T.T. Beauty LLC d/b/a Master Well Comb Company, an Illinois limited liability company ("Master Well Comb"), and (iv) Ecoco Jax LLC, a Florida limited liability company ("Ecoco Jax") and together with Ecoco, Talyoni and Master Well Comb, "Assignors" and each, an "Assignor", and (b) Estyle Corp, LLC, a Delaware limited liability company ("Assignee"). Assignor and Assignee are sometimes individually referred to herein as a "Party" and collectively as the "Parties."

A. Assignors, Assignee and the other signatories thereto are parties to an Asset Purchase Agreement, dated as of the date hereof (as amended, supplemented, restated or otherwise modified from time to time, the "Purchase Agreement"), pursuant to which, among other things, Assignors have agreed to sell, convey, assign, transfer and deliver to Assignee, and Assignee has agreed to purchase, accept, and take from Assignors, the Marks (as defined below), together with the goodwill of the business connected with the use of, and symbolized by, the Marks. The execution and delivery of this Assignment is a condition to the closing of the transactions contemplated by the Purchase Agreement.

B. Capitalized terms used but not defined herein shall have the meaning assigned to such terms in the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby agrees as follows:

1. Each Assignor does hereby assign to Assignee all of such Assignor's right, title, and interest in and to: (a) the trademarks set forth on Schedule 1 (the "Marks"), together with the goodwill of the business connected with the use of, and symbolized by, the Marks; (b) all rights of any kind whatsoever of such Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; (c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and (d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Each Assignor acknowledges that, subsequent to the date hereof, such Assignor shall not claim to possess any right, title, or interest in or to such Marks and shall take no actions that would jeopardize the existence or enforceability of the Marks or Assignee's rights therein. Assignors will not adopt, use, register or seek to register any name or mark anywhere in the world that is identical to any of the Marks, or similar thereto, such that it could cause confusion, constitute a colorable imitation thereof, or suggest an association, sponsorship, and/or endorsement between Assignors and Assignee.

3. Each Assignor agrees to reasonably assist Assignee in every legal way to evidence, record, and perfect this Assignment and, if necessary, to register, enforce, maintain, and defend the assigned rights in the future. If Assignee is unable for any reason whatsoever to secure any Assignor's signature to any document it is entitled to under this Assignment, such Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents, as its agents and attorneys-in-fact with full power of substitution to act for and on its behalf and instead of such Assignor, to execute

and file any such document or documents and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by such Assignor.

4. Notwithstanding any other provision of this Assignment to the contrary, nothing contained in this Assignment shall in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, enlarge or in any way affect the provisions, including the warranties, covenants, agreements, conditions, representations or, in general, any of the rights and remedies, or any of the obligations of Assignors set forth in the Purchase Agreement, nor shall this Assignment expand or enlarge any remedies under the Purchase Agreement. This Assignment is intended only to effect the transfer of certain property to be transferred pursuant to the Purchase Agreement and shall be governed entirely in accordance with the terms and conditions of the Purchase Agreement. Without limiting the foregoing, the Assignee acknowledges that the Assignors make no representations or warranties with respect to the Marks except as specifically set forth in the Purchase Agreement. In the event of any conflict between this Assignment and the Purchase Agreement, the Purchase Agreement shall control.

5. This Assignment shall be governed by and construed in accordance with the internal Laws of the State of Delaware without giving effect to any choice or conflict of Law provision or rule (whether of the State of Delaware or any other jurisdiction) that would cause the application of Laws of any jurisdiction other than those of the State of Delaware.

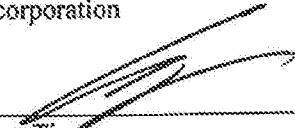
6. This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. This Assignment shall become effective when duly executed and delivered by each Party. Counterparty signature pages to this Assignment may be delivered by facsimile or electronic delivery (e.g., by email of a PDF signature page) and each such counterpart signature page shall constitute an original for all purposes.

[Signature Page Follows]

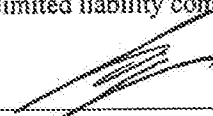
IN WITNESS WHEREOF, Assignors have executed this Assignment as of the date first written above.

ASSIGNORS:

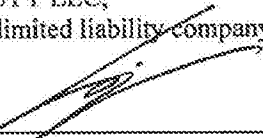
ECOCO, INC.,
an Illinois corporation

By: 
Name: Aaron Tiram
Title: President

TALYONI LLC,
an Illinois limited liability company

By: 
Name: Aaron Tiram
Title: Manager

T.T. BEAUTY LLC,
an Illinois limited liability company

By: 
Name: Aaron Tiram
Title: Manager

ECOCO JAX LLC,
a Florida limited liability company

By: 
Name: Aaron Tiram
Title: Manager

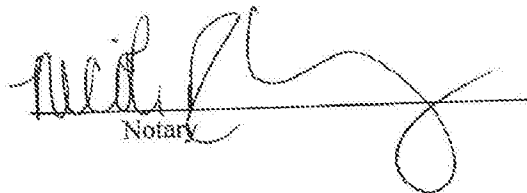
[Signature Page to Trademark Assignment Agreement]

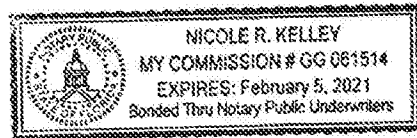
STATE OF Florida)
) ss.
COUNTY OF Duval)

On August 31, 2020, before me, Nicole R. Kelley, Notary Public, personally appeared, Alexis Tiram, personally known to me, or who proved to me on the bases of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

My commission expires: 02/05/2021


Notary



[Signature Page to Trademark Assignment Agreement]

TRADEMARK

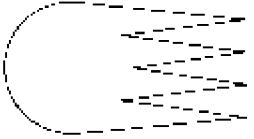
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**SCHEDULE 1
MARKS**





U.S. Trademarks and Trademark Applications (state and federal):

Owner	Trademark	Serial Number	Application Date	Registration Number	Registration Date
Ecoco	Braids RX	85428350	9/21/2011	4411560	10/1/2013
Ecoco	California's Best	87679793	11/10/2017	-	-
Ecoco	Eco Style	87147581	8/3/2014	5161140	3/14/2017
Ecoco	Ecostar	74614134	12/22/1994	2014350	11/5/1996
Ecoco	Ecostyler	75096262	4/9/1996	2556230	4/2/2002
Talyoni	EL PATRÓN	86113468	11/8/2013	4744513	5/26/2016
Ecoco	Equipo Latino	85977510	6/28/2011	4247533	11/20/2012
Ecoco	Hard Candy	88692920	11/14/2019	-	-
Ecoco	Hip Grip	75607938	12/18/1998	2373927	8/1/2000
Ecoco	Infuse 'N Curl	85824498	1/16/2013	4932740	4/5/2016

SCHEDULE 1

Ecoco	K Oyl	85621524	5/10/2012	4564697	7/8/2014	
Master Well Comb	Krew Comb	73681601	8/31/1987	1482968	4/5/1998	
Master Well Comb	Master Well Comb	85834910	1/29/2013	4619409	10/14/2014	
Ecoco	Melamin Booster	88828029	3/10/2020	-	-	
Ecoco	Pinhead	85299737	4/20/2011	4137882	5/8/2011	
Talyoni	Talyoni	88192406	11/13/2018	-	-	
Ecoco	True	75328558	7/22/1997	2309659	1/18/2000	
Ecoco	Vassi	76614355	10/04/2001	3019448	11/29/2005	
Ecoco		76698944	8/13/2009	3994133	7/12/2011	

SCHEDULE 1

Ecoco		75571072	10/19/1998	2298086	12/7/1999
Ecoco		88802515	2/19/2020	-	-
Ecoco		88802433	2/19/2020	-	-
Ecoco		88784835	2/4/2020	6085883	6/23/2020


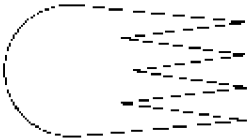


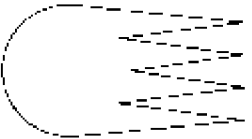
International Trademarks and Trademark Applications:

Owner	Trademark	Jurisdiction	Serial Number	Filing Date	Registration No.	Registration Date
Ecoco	Eco Style	Angola	59055	2/8/2019	-	-
Ecoco	Eco Style	Australia	1991241	2/21/2019	1991241	2/21/2019
Ecoco	Eco Style	Chile	1320422	4/11/2019	1320422	8/6/2019
Ecoco	Eco Style	Ghana	3939/2019	2/22/2019	-	-
Ecoco	Eco Style	Kenya	99312	10/10/2017	-	-
Ecoco	Eco Style	Mexico	2345050	3/17/2020	-	-
Ecoco	Eco Style	Mozambique	34660/2017	10/10/2017	34660	3/28/2018
Ecoco	Eco Style	Nigeria	2017/120381	10/10/2017	-	-
Ecoco	Eco Style	South Africa	2017/29211	10/9/2017	-	-

SCHEDULE 1

Ecoco	Eco Style	Tanzania	N/A	1/10/2019	TZ/T/2019/113	1/10/2019
Ecoco	Ecoco	Canada	1,178,540	5/21/2003	TMA 740,358	5/19/2009
Ecoco	Ecoco	Mexico	603376	5/30/2003		
Ecoco	Ecostyler	Angola	59097	2/8/2019	-	-
Ecoco	Ecostyler	Canada	1,178,541	5/21/2003	TMA 672,538	9/12/2006
Ecoco	Ecostyler	China	6830734	7/9/2008	6830734	4/21/2010
Ecoco	Ecostyler	Mexico	603377	5/30/2003	833557	4/28/2004
Ecoco	Ecostyler	Thailand	700154	6/26/2008	TM306198	10/29/2009
Ecoco	El Patron	China	18374600	11/19/2015	18374600	12/28/2016
Ecoco	El Patron	Mexico	1763993	6/24/2016	-	-
Ecoco	Equipo Latino	Mexico	1193750	7/12/11	1257370	12/9/2011
Ecoco	Pinhead	Canada	1,526,139	4/28/2011	TMA856,213	7/25/2013
Ecoco	Pinhead	European Union (Community)	009933128	5/2/2011	009933128	9/14/2011
Ecoco	Pinhead	Mexico	1174162	4/28/2011	1234561	8/23/2011
Ecoco	True	Brazil	820348996	10/31/1997	820348996	3/1/2011
Ecoco	True	European Union (Community)	660233	10/23/1997	660233	7/9/2001
Ecoco		Angola	63430	2/14/2020	-	-
Ecoco		Kenya	110997	2/12/2020	-	-
Ecoco		Mozambique	40068/2020	2/7/2020	40068	2/7/2020

SCHEDULE 1

Ecoco		Nigeria	F/TM/O/2020/1678 38	2/7/2020	-	-
Ecoco		Canada	1,509,089	12/16/2010	TMA 944,354	7/27/2016
Ecoco		European Union (Community)	009242751	7/13/2010	12/24/2010	009242751
Ecoco		Mexico	1139152	12/2/2010	1211674	4/13/2011
Ecoco		Vietnam	4-2010-03217	2/22/2010	165178	6/8/2011

SCHEDULE 1

Ecoco	[Spike Logo with Face]	Canada	1,509,090	12/16/2010	TMA944,362	7/27/2016
Ecoco	[Spike Logo with Face]	European Union (Community)	009242686	7/13/2010	00924686	12/24/2010
Ecoco	[Spike Logo with Face]	Mexico	1139151	12/2/1010	1211673	4/13/2011
Ecoco	[Spike Logo with Face]	Vietnam	4-2010-03218	2/22/2010	165179	6/8/2011