

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM843009

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arcadia Beauty Labs LLC		09/01/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Sally Holdings LLC		
Street Address:	3001 Colorado Blvd		
City:	Denton		
State/Country:	TEXAS		
Postal Code:	76210		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Serial Number:	87097286	BEAUTY SYSTEMS GROUP	
Serial Number:	78086109	BSG	
Serial Number:	88415991	COLORVIEW	
Serial Number:	90304726	DIY UNIVERSITY BY SALLY BEAUTY	
Serial Number:	90622079	HAIRSCRIPTION	
Serial Number:	97529299	HAPPY BEAUTY CO.	
Serial Number:	97609026	HAPPY BEAUTY CO.	
Serial Number:	97529297	HAPPY CO. BEAUTY	
Serial Number:	97529293	HB CO.	
Serial Number:	97609030	HB CO.	
Serial Number:	98103171	HB CO	
Serial Number:	86829020	LICENSED TO CREATE	
Serial Number:	86122036	LOXA	
Serial Number:	73136463	PRO CARE	
Serial Number:	97510550	PRO QUALITY. FOR LESS.	
Serial Number:	74304221	SALLY	
Serial Number:	78232809	SALLY BEAUTY	
Serial Number:	78061857	SALLY BEAUTY	
Serial Number:	86634466	SALLY BEAUTY	

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Property Type	Number	Word Mark
Serial Number:	86756820	SALLY BEAUTY
Serial Number:	86756824	SALLY BEAUTY
Serial Number:	86756817	SALLY BEAUTY
Serial Number:	86756811	SALLY BEAUTY
Serial Number:	86756808	SALLY BEAUTY
Serial Number:	86756806	SALLY BEAUTY
Serial Number:	88756602	SALLY BEAUTY
Serial Number:	78135732	SALLY BEAUTY SUPPLY
Serial Number:	90621984	SALLY.
Serial Number:	90755306	SALLY.
Serial Number:	86634471	SALLYBEAUTY
Serial Number:	90507330	SALLYPEDIA
Serial Number:	77194560	SALON-MATE
Serial Number:	78366711	STRICTLY PROFESSIONAL
Serial Number:	97444403	STUDIO BY SALLY
Serial Number:	98158598	STUDIO BY SALLY

CORRESPONDENCE DATA

Fax Number:

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: 703-957-5274
Email: jhousey@litmuslaw.com
Correspondent Name: Janice Housey
Address Line 1: 4 Weems Lane #240
Address Line 4: Winchester, VIRGINIA 22601

NAME OF SUBMITTER:	Janice Housey
SIGNATURE:	/Janice Housey/
DATE SIGNED:	09/29/2023

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Assignment is made between **Arcadia Beauty Labs LLC** (a limited liability company of Delaware) with an address of 3001 Colorado Blvd., Denton, TX 76210 (the "Assignor") and **Sally Holdings LLC** (a limited liability company of Delaware) with an address of 3001 Colorado Blvd., Denton, TX 76210 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title, interest, and goodwill associated therewith, in and to the trademark applications and registrations shown in the Attached Schedule I (the "Trademarks"); and

WHEREAS, Assignor desires to convey, transfer, assign, and deliver to Assignee all of Assignor's right, title, interest, and all goodwill in and to the Trademarks, and Assignee is desirous of acquiring such rights.

NOW THEREFORE, the parties agree as follows with the intent to be legally bound:

For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer, assign and convey unto the Assignee, and its successors and assigns, all of Assignor's right, title, interest, and goodwill in and to the Trademarks together with the business associated with the Trademarks, the goodwill associated with these Trademarks and the trademark applications and registrations therefor.

Assignor has caused this Trademark Assignment to be duly executed and authorized on September 1, 2023 and is entered into effective for all purposes as of **12:01 AM on September 1, 2023**.

IN WITNESS WHEREOF, Assignor has signed this Agreement.

ASSIGNOR

By: John Henrich
John Henrich (Aug 31, 2023 15:37 CDT)
Name: John Henrich
Title: SVP, General Counsel, Secretary

Date: September 1, 2023