

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM652320

<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		04/19/2021	Corporation:
<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: 53</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77423924	ALOE JOJOBA VITAMIN E	
<b>Serial Number:</b>	72332317	ARCTIC BLONDE	
<b>Serial Number:</b>	72304763	AUTUMN MIST	
<b>Serial Number:</b>	72322833	BASIC WHITE	
<b>Serial Number:</b>	74378414	BEAUTIFUL COLLECTION	
<b>Serial Number:</b>	73054921	BERRYWOOD	
<b>Serial Number:</b>	72219676	BLACK VELVET	
<b>Serial Number:</b>	72188336	BORN BLONDE	
<b>Serial Number:</b>	86469722	BORN RED	
<b>Serial Number:</b>	73571637	BW2	
<b>Serial Number:</b>	85832382	CC COLORSEAL	
<b>Serial Number:</b>	86271573	CHROMALOCK	
<b>Serial Number:</b>	73067529	CLAIROL	
<b>Serial Number:</b>	73145014	CLAIROL	
<b>Serial Number:</b>	73525366	CLAIROL	
<b>Serial Number:</b>	73098184	CLAIROL PROFESSIONAL	
<b>Serial Number:</b>	73393440	CLAIROL PROFESSIONAL	
<b>Serial Number:</b>	88564406	COLOR AS REAL AS YOU ARE	
<b>Serial Number:</b>	77701155	COLOR-BLEND TECHNOLOGY	

OP \$1340.00 77423924

Property Type	Number	Word Mark
Serial Number:	73744359	COLORSEAL
Serial Number:	78225745	DOUBLE ESPRESSO
Serial Number:	86943877	FLARE ME
Serial Number:	73230262	FROST & TIP
Serial Number:	72219679	GOLDEN APRICOT
Serial Number:	78515227	GRAY BUSTERS
Serial Number:	85872483	HAIRPAINTING
Serial Number:	73828449	KALEIDOCOLORS
Serial Number:	77740398	LIQUICOLOR PERMANENTE
Serial Number:	71595760	MISS CLAIROL
Serial Number:	73524788	MISS CLAIROL
Serial Number:	72219678	MOONGOLD
Serial Number:	72283627	MOONLIT BROWN
Serial Number:	74480250	NATURAL INSTINCTS
Serial Number:	85690352	NATURAL INSTINCTS
Serial Number:	86319990	NATURAL INSTINCTS CREMA KERATINA
Serial Number:	77916962	NATURAL INSTINCTS VIBRANT
Serial Number:	72217009	NICE 'N EASY
Serial Number:	77738200	
Serial Number:	78771557	PERFECT 10
Serial Number:	73634680	PURE WHITE
Serial Number:	72219683	RED GINGER
Serial Number:	73054920	RED OAK
Serial Number:	88121536	REPAIR PLEX
Serial Number:	72284163	SABLE BROWN
Serial Number:	73279774	SHIMMER LIGHTS
Serial Number:	77696593	SOY 4PLEX
Serial Number:	77696761	SOY 4PLEX
Serial Number:	72304895	SPRING HONEY
Serial Number:	86713966	STYLECALM
Serial Number:	72283626	SUNLIT BROWN
Serial Number:	71597596	TOPAZ
Serial Number:	87949642	VIBRANT EXPRESSIONS
Serial Number:	72304893	WINTER WHEAT

**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.*

**TRADEMARK**

**REEL: 007319 FRAME: 0346**

**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

<b>NAME OF SUBMITTER:</b>	Daniel M. Gurfinkel
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<b>SIGNATURE:</b>	/daniel m. gurfinkel/
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<b>DATE SIGNED:</b>	06/07/2021
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**Total Attachments: 2**

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**UNITED STATES OF AMERICA**

**ASSIGNMENT OF TRADEMARKS**

**Noxell Corporation**, an entity organized under the laws of the state of Maryland as a corporation, for good and valuable consideration, the receipt of which is hereby acknowledged, hereby assigns to **Wella Operations US, LLC**, an entity organized under the laws of the state of Delaware as a limited liability company, 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:

<b>Trademark Name</b>	<b>Application Date</b>	<b>Application Number</b>	<b>Registration Date</b>	<b>Registration Number</b>
ALOE JOJOBA VITAMIN E (Clairol Droplet Device 08 color)	Mar-17-2008	77423924	Sep-15-2009	3683926
ARCTIC BLONDE	Jul-11-1969	72/332317	Oct-17-1972	945353
AUTUMN MIST	Aug-09-1968	72/304763	Oct-17-1972	945350
BASIC WHITE	Mar-26-1969	72322833	Feb-03-1970	885600
BEAUTIFUL COLLECTION	Apr-12-1993	74378414	Jun-20-1995	1901110
BERRYWOOD	Jun-12-1975	73054921	Mar-30-1976	1036538
BLACK VELVET	May-25-1965	72219676	Jun-28-1966	810658
BORN BLONDE	Mar-10-1964	72188336	Feb-08-1966	803548
BORN RED	Dec-03-2014	86469722	May-31-2016	4969677
BW2	Dec-04-1985	73571637	Aug-12-1986	1404561
CC COLORSEAL	Jan-25-2013	85832382	Mar-25-2014	4502990
ChromaLOCK	May-05-2014	86271573	Apr-05-2016	4933038
CLAIROL	Oct-30-1975	73067529	May-18-1976	1039498
CLAIROL	Oct-17-1977	73145014	Jul-11-1978	1095639
CLAIROL	Mar-05-1985	73/525366	Sep-03-1985	1357545
CLAIROL PROFESSIONAL	Aug-30-1976	73098184	Mar-29-1977	1062017
CLAIROL PROFESSIONAL	Sep-29-1982	73/393440	Nov-22-1983	1258176
COLOR AS REAL AS YOU ARE	Aug-02-2019	88564406	-	-
COLOR BLEND TECHNOLOGY	Mar-27-2009	77701155	Feb-23-2010	3753450
COLORSEAL	Aug-05-1988	73/744359	Feb-21-1989	1525158
DOUBLE ESPRESSO	Mar-14-2003	78/225745	Nov-30-2004	2907276
FLARE ME	Mar-17-2016	86943877	Jun-12-2018	5492674
FROST & TIP	Sep-05-1979	73230262	Jul-14-1981	1160557
GOLDEN APRICOT	May-25-1965	72219679	Jun-28-1966	810659
GRAY BUSTERS	Nov-11-2004	78515227	Jan-24-2006	3049813
HAIRPAINTING	Mar-11-2013	85872483	Sep-22-2015	4818308
KALEIDOCOLORS	Sep-29-1989	73828449	May-08-1990	1594819

To be simply signed

LIQUICOLOR PERMANENTE	May-19-2009	77740398	Feb-22-2011	3923747
MISS CLAIROL	Apr-15-1950	71/595760	Feb-26-1952	555310
MISS CLAIROL	Mar-01-1985	73/524788	Aug-27-1985	1356159
MOONGOLD	May-25-1965	72219678	Aug-09-1966	812765
MOONLIT BROWN	Oct-30-1967	72/283627	Oct-10-1972	944835
NATURAL INSTINCTS	Jan-18-1994	74480250	Jun-25-1996	1982870
NATURAL INSTINCTS (& Leaf Device 12 bw)	Jul-30-2012	85690352	Apr-22-2014	4518505
NATURAL INSTINCTS CREMA KERATINA (& Leaf device 14 bw)	Jun-25-2014	86319990	Sep-08-2015	4809840
NATURAL INSTINCTS VIBRANT (& Device 10 bw)	Jan-21-2010	77916962	Nov-01-2011	4049897
NICE'N EASY	Apr-21-1965	72217009	Mar-15-1966	805737
NICE'N EASY (Twisting Ribbon Device 09 bw)	May-15-2009	77738200	Jul-13-2010	3819552
PERFECT 10	Dec-12-2005	78771557	Oct-21-2008	3522549
PURE WHITE	Dec-10-1986	73/634680	Feb-28-1989	1526356
RED GINGER	May-25-1965	72219683	Jun-28-1966	810660
RED OAK	Jun-12-1975	73054920	Mar-30-1976	1036537
REPAIRPLEX	Sep-18-2018	88121536	-	-
SABLE BROWN	Nov-06-1967	72/284163	Oct-17-1972	945345
SHIMMER LIGHTS	Sep-29-1980	73/279774	Jul-20-1982	1201718
SOY 4PLEX	Mar-23-2009	77696593	Mar-08-2011	3929113
SOY 4PLEX (& Device 09 bw)	Mar-23-2009	77696761	Mar-08-2011	3929114
SPRING HONEY	Aug-12-1968	72/304895	Oct-10-1972	944838
StyleCALM	Aug-04-2015	86713966	Oct-16-2018	5586555
SUNLIT BROWN	Oct-30-1967	72/283626	Oct-03-1972	944209
TOPAZ	Aug-08-1952	71/597596	Jul-05-1955	608511
VIBRANT EXPRESSIONS	Jun-05-2018	87949642	-	-
WINTER WHEAT	Aug-12-1968	72/304893	Oct-24-1972	945913

**Noxell Corporation**



Dated: 19.04.2021

By: Raluca Judele  
Title: Authorized Signatory