

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383327

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alberto-Culver International, Inc.		05/02/2016	Corporation:
RECEIVING PARTY DATA			
Name:	FDS Acquisition, Inc.		
Street Address:	330 Seventh Ave, 16th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3835714	FEMININE.DISCREET.SENSUAL.	
CORRESPONDENCE DATA			
Fax Number:	7322246599		
<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>			
Phone:	7327413900		
Email:	kanderson@ghclaw.com		
Correspondent Name:	Kurt E. Anderson, Giordano, Halleran & C		
Address Line 1:	125 Half Mile Road, Suite 300		
Address Line 4:	Red Bank, NEW JERSEY 07701		
NAME OF SUBMITTER:	Kurt E. Anderson		
SIGNATURE:	/Kurt E. Anderson/		
DATE SIGNED:	05/05/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT NUNC PRO TUNC

WHEREAS, ALBERTO-CULVER INTERNATIONAL, INC. ("Assignor") adopted and used the following trademark, and Assignor is the owner of the following trademark registration in the U.S. Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
FEMININE DISCREET SENSUAL	3835714	August 17, 2010

WHEREAS, FDS Acquisition, Inc., a Delaware corporation ("Assignee"), desires to acquire all right, title and interest in and to the mark FEMININE DISCREET SENSUAL ("Trademark") and the related registration, together with the associated goodwill, as successor to the business which the Trademark relates;

NOW, THEREFORE, effective *nunc pro tunc* as of October 19, 2012 for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby memorializes and clarifies the prior understanding of the parties that Assignor has assigned to Assignee all right, title and interest in and to the FEMININE DISCREET SENSUAL mark and to Registration No. 3835714, together with the goodwill of the business symbolized by the Trademark and corresponding registration and as successor to the business to which the Trademark relates.

Executed on May 2, 2016

Alberto-Culver International, Inc.

By: David Schwartz

Name: David Schwartz

Title: Vice President