

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM545948

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beauty Enterprises Inc.		10/18/2019	Corporation: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Kuza Products, LLC		
Street Address:	28 LIBERTY STREET		
Internal Address:	C/O CT CORPORATION SYSTEM		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2696975	KUZA	
Registration Number:	2694443	KUZA	
CORRESPONDENCE DATA			
Fax Number:	2149326499		
<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:	2149326405		
Email:	jhowell2@mcguirewoods.com		
Correspondent Name:	Darren W. Collins, McGuireWoods LLP		
Address Line 1:	2000 McKinney Avenue		
Address Line 2:	Suite 1400		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	2073640-0006		
NAME OF SUBMITTER:	Darren W. Collins		
SIGNATURE:	/Darren W Collins/		
DATE SIGNED:	10/21/2019		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this “*Assignment*”), dated as of October 18, 2019, is made by and between Beauty Enterprises Inc., a Connecticut corporation (“*Assignor*”), and Kuza Products, LLC (“*Assignee*”).

NOW THEREFORE, the parties hereby agree as follows:

1. **Assignment.** For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby assumes, all of Assignor’s right, title and interest in and to (i) those trademark applications and registrations identified and set forth on Schedule 1 attached hereto and all trademarks, trade names, logos, and graphics that are the subject thereof or that are variations of any of the foregoing, including without limitation, and all common law rights associated with the foregoing, and (ii) all issuances, extensions and renewals thereof, in each case whether arising under the laws of the United States, any other country, or any treaty regime (collectively, items (i) and (ii) are referred to herein as the “*Assigned Trademark Rights*”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademark Rights. The preceding assignment further includes the right to any and all past, current, and future royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any of the Assigned Trademark Rights as well as any and all past, current, and future claims and causes of action against third parties arising from or with respect to any of the Assigned Trademark Rights, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, current and future infringement, dilution, misappropriation, violation, misuse, breach or default throughout the world, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. **Recordation and Further Actions.** Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and similar governmental and registration authorities to record and register this Assignment upon request by Assignee. Following the date hereof, Assignor shall take such reasonable and necessary steps and actions, and provide such reasonable and necessary cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, exhibits, assignments, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Assigned Trademark Rights to Assignee, or any assignee or successor thereto as contemplated by the Purchase Agreement and this Assignment, and/or recordation thereof with governmental and registration authorities.

3. **Successors and Assigns.** This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.
4. **Third Party Beneficiaries.** Nothing in this Trademark Assignment is intended to or shall confer upon any Person other than the parties and their respective successors and assigns, any rights, benefits, or remedies of any nature whatsoever under or by reason of this Trademark Assignment or any transaction contemplated by this Trademark Assignment.
5. **Governing Law.** This Trademark Assignment and the rights and obligations of the parties shall be governed by and shall be enforced and interpreted in accordance with the laws of the State of Delaware, without regard to conflicts of law doctrines.
6. **Counterparts.** This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Copies (facsimile or original) of signatures to this Trademark Assignment shall be deemed to be originals and shall be binding to the same extent as original signatures.

[signatures contained on following page]

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Trademark Assignment as of the date first written above.

ASSIGNOR:

Beauty Enterprises Inc.

By: 

Name:

Lorne A. Summers

Title:

CFO

ASSIGNEE:

Kuza Products, LLC

By: 

Name:

Steven C. Friedman

Title:

President.

Signature page to Trademark Assignment

Schedule 1

Trademarks:

Mark	Country	Appl. Date	Appl. No.	Reg. Date	Reg. No.
KUZA	African Intellectual Property Organisation	5/18/2012	3201201454	11/30/2012	71539
KUZA	China	5/30/2012	10993488	12/14/2013	10993488
KUZA	Ghana	5/16/2012	0009092012		
KUZA	Nigeria	5/16/2012	FTM201206719		
KUZA	United Arab Emirates	6/4/2012	174664	1/14/2014	174664
KUZA	United States of America	4/11/2000	76/023462	3/18/2003	2696975
KUZA (stylized)	United States of America	4/11/2000	76/023461	3/11/2003	2694443