

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307206

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sandow Media, LLC		06/10/2014	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	BeautyDNA LLC		
Street Address:	3651 NW 8th Avenue		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86133601	BEAUTYDNA	
CORRESPONDENCE DATA			
Fax Number:	5619622101		
<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:	561-962-2100		
Email:	gpochocki@duanemorris.com		
Correspondent Name:	DUANE MORRIS LLP		
Address Line 1:	5100 Town Center Circle		
Address Line 2:	Suite 650		
Address Line 4:	Boca Raton, FLORIDA 33486		
ATTORNEY DOCKET NUMBER:	BEAUTYDNA-00001		
NAME OF SUBMITTER:	GREGORY M. LEFKOWITZ		
SIGNATURE:	/Gregory M. Lefkowitz/		
DATE SIGNED:	06/10/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Assignment is made by and between Sandow Media, LLC, a Delaware corporation having an address at 3651 NW 8th Avenue, Boca Raton FL 33431 ("ASSIGNOR"), and BeautyDNA LLC, a Delaware corporation having an address at 3651 NW 8th Avenue, Boca Raton FL 33431 ("ASSIGNEE") and is effective as of the date of ASSIGNOR'S signature hereto (the "Effective Date").

WHEREAS, ASSIGNOR owns all right, title, and interest in and to the trademark BEAUTYDNA, including U.S. Trademark Application No. 86/133,601, filed December 3, 2013, and all common law rights thereto (collectively, the "Marks"); and

WHEREAS, ASSIGNEE is desirous of acquiring the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged and intending to be legally bound hereby, ASSIGNOR hereby sells, transfers, conveys and assigns to ASSIGNEE, and his successors and assigns, all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by and associated with the Marks, and the sole right to sue and collect damages and/or profits for both past and present infringements of the Marks.

IN WITNESS WHEREOF, ASSIGNOR has executed and delivered this Trademark Agreement by its duly authorized representative.

Dated: June 10, 2014

SANDOW MEDIA, LLC

By: 

Name: Chris Fabian

Title: CFO