

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308055

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HATCHBEAUTY Products, LLC		03/26/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HATCHBEAUTY Agency, LLC		
Street Address:	10951 Pico Blvd, Suite 300		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3945635	WANDERLOVE	
Registration Number:	3994564	LOVEUX	
Registration Number:	4020511	HYDRABAC	
Serial Number:	77956792	ACTIVE BIOMIMETIC NUTRIENT COMPLEX	
Serial Number:	85307109	FEED YOUR BODY, FEED YOUR BEAUTY	
Serial Number:	85240316	SWOON	
CORRESPONDENCE DATA			
Fax Number:	6508139777		
<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:	310-405-0127		
Email:	pperkins@rroyselaw.com		
Correspondent Name:	Pondra Perkins		
Address Line 1:	11150 Santa Monica Blvd		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	HATCHBEAUTY AGENCY		
NAME OF SUBMITTER:	Pondra Perkins		
SIGNATURE:	/Pondra Perkins/		
DATE SIGNED:	06/19/2014		

CH \$165.00 3945635

Total Attachments: 3

source=IntellectualPropertyAssignment03-26-12#page1.tif

source=IntellectualPropertyAssignment03-26-12#page2.tif

source=IntellectualPropertyAssignment03-26-12#page3.tif

INTELLECTUAL PROPERTY ASSIGNMENT

WHEREAS, **HATCHBEAUTY Products, LLC**, a Delaware limited liability company with offices at 1715 18th Street, Santa Monica, California 90404, were the owners of all right, title and interest in and to the listed intellectual property, including common law, filed and/or registered trademarks, copyrights, domains, and trade secrets, particulars of which are included in Attachment "A", the **TRADEMARK ASSIGNMENT LIST**, and Attachment "B", the **INTELLECTUAL PROPERTY ASSIGNMENT LIST** (both lists collectively, hereinafter referred to as "Intellectual Property");

WHEREAS, **HATCHBEAUTY Products, LLC** was previously named "Hatch Beauty, LLC", and with the consent of its members and managers, changed its name to "HATCHBEAUTY Products, LLC" on or about February 17, 2012;

WHEREAS, **HATCHBEAUTY Agency, LLC**, a Delaware limited liability company with offices at 1715 18th Street, Santa Monica, California 90404, was desirous of acquiring the aforesaid Intellectual Property, together with the good will of the business symbolized in the listed trademarks;

WHEREAS, by agreement **HATCHBEAUTY Agency, LLC** received the entire right, title, and interest in and to the aforesaid Intellectual Property, together with the goodwill of the business symbolized thereby; and

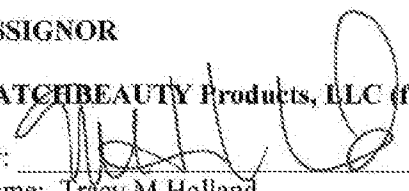
WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office and United States Copyright Office recording title in and to the aforesaid Intellectual Property in the name of **HATCHBEAUTY Agency, LLC**.


NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said **HATCHBEAUTY Products, LLC** hereby acknowledges and confirms their prior said transfer, and does hereby sell, assign and transfer unto said **HATCHBEAUTY Agency, LLC** all rights, title and interest in and to said Intellectual Property, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefore, and any and all renewals thereof for the Intellectual Property, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives and the right to defend the Marks and the applications and registrations thereof. Further, **HATCHBEAUTY Products, LLC** hereby agrees to assist **HATCHBEAUTY Agency, LLC** as is reasonably necessary with any applications that have not yet registered in order to perfect the rights to the Intellectual Property.

HATCHBEAUTY Products, LLC REPRESENTS AND WARRANTS that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Intellectual Property to any third party.

ASSIGNOR

HATCHBEAUTY Products, LLC (formerly Hatch Beauty, LLC)

By: 
Name: Tracy M Holland
Title: Manager
Date: 3-26-12

By: 
Name: Ben Bennett
Title: Manager
Date: 03/26/12

ATTACHMENT "A"
TRADEMARK ASSIGNMENT LIST

USPTO Registrations

- WANDERLOVE Serial no. 77915368, Registration no: 3945635
- LOVEUX Serial no. 77863990, Registration no: 3994564
- HYDRABAC Serial no. 85101993, Registration no: 4020511

ATTACHMENT "B"
INTELLECTUAL PROPERTY ASSIGNMENT LIST

TRADEMARKS:

USPTO Applications No.

- ECOSYNTHESIS PEPTIC COMPLEX Serial no. 85047530
- ACTIVE BIOMIMETIC NUTRIENTCOMPLEX Serial no. 77956792
- FEED YOUR BODY, FEED YOUR BEAUTY Serial no. 85307109
- SWOON Serial no. 85240316

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]