

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365391

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mary Jean Palmieri		12/07/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Honest Beauty LLC		
Street Address:	245 East 35th Street		
Internal Address:	7J		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3817736	HONEST BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	8032167853		
<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:	917-566-1003		
Email:	legal@tmthespot.com		
Correspondent Name:	Laurie Marshall		
Address Line 1:	562 West End Ave		
Address Line 2:	Suite 4A		
Address Line 4:	New York, NEW YORK 10024		
NAME OF SUBMITTER:	Laurie Marshall		
SIGNATURE:	/Laurie Marshall/		
DATE SIGNED:	12/10/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT


Mary Jean Palmieri DBA Mary J. Palmieri and/or Mary Palmieri, an Individual, of 27 Prescott Turn Clark NEW JERSEY 07060, adopted and used in her business the trademark set forth below:

HONEST BEAUTY, U.S. TM Application No. 77881468 now Registration No. 3817736

WHEREAS, Honest Beauty LLC, a limited-liability company of the State of New York, whose address is 245 East 35th Street, #7J, New York, NY 10016, wishes to acquire said trademark and the registration thereof, and the good will of the business associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and confessed, Mary Jean Palmieri hereby sells, assigns, transfers and sets over unto Honest Beauty LLC the entire right, title and interest in and to said trademarks and the registrations thereof, together with the good will of the business in connection with which the trademarks and registrations have been used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademark as of the date stated below.

Signed: _____


Mary Jean Palmieri DBA Mary J. Palmieri and/or Mary Palmieri
Individual

Dated: December 7, 2015