

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383858

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|---|--|-----------------------|--|
| 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 Agency, LLC | | 05/10/2016 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Deen & Ween, LLC | | |
| Street Address: | 600 S. Hill Avenue | | |
| City: | Pasadena | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91106 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86174617 | GOLDIE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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: | 3103967070 | | |
| Email: | jdoyle@hatchbeauty.com | | |
| Correspondent Name: | Jennifer DOyle | | |
| Address Line 1: | 10951 Pico Blvd., Suite 300 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90064 | | |
| NAME OF SUBMITTER: | Jennifer Doyle | | |
| SIGNATURE: | /Jennifer Doyle/ | | |
| DATE SIGNED: | 05/10/2016 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 86174617

TRADEMARK ASSIGNMENT


WHEREAS, Hatchbeauty Agency, LLC, a Delaware Limited Liability Company with an address at 10951 Pico Blvd, Suite 300, Los Angeles, CA 90064, has adopted, owns and has been using the Mark GOLDIE (the "Mark") by way of its exclusive licensee Deen & Ween LLC in connection with the following goods and/or services: health and beauty products, namely, makeup, body care preparations, namely, perfumes, body sprays, body lotions, shower gels, and body scrubs, non-medicated skin care preparations and hair care preparations in International Class 3; cosmetic cases and cosmetic bags sold empty in International Class 18; and cosmetic brushes, makeup brushes, lip brushes, and eyebrow brushes in International Class 21; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods and/or services, Application Serial No. 86/174,617 filed on January 24, 2014; and

WHEREAS, Deen & Ween, LLC, a California Limited Liability Company with a business address of 600 S. Hill Avenue, Pasadena, California 91106 ("Assignee"), desires to acquire the Mark, and the application, which an Amendment to Allege Use or a Statement of Use has been filed with and accepted by the U.S. Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the pending application for registration.

HATCHBEAUTY AGENCY LLC

By: 
Name: Jennifer Doyle
Title: General Counsel

Dated effective as of: May 10, 2016

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