

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM389138

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FAVOR PRODUCTS, LLC		06/22/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	IT COSMETICS, LLC		
Street Address:	111 Town Square Place		
Internal Address:	Suite 317		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07310		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4818232	HOLY GRAIL	
Serial Number:	86759401	LOVE BEAUTY FULLY	
CORRESPONDENCE DATA			
Fax Number:	2166216165		
<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:	216-621-1113		
Email:	eorsine@rennerotto.com		
Correspondent Name:	Grant J. Steyer		
Address Line 1:	1621 Euclid Avenue		
Address Line 2:	Floor 19		
Address Line 4:	Cleveland, OHIO 44115		
NAME OF SUBMITTER:	Grant J. Steyer		
SIGNATURE:	/Grant J. Steyer/		
DATE SIGNED:	06/23/2016		
Total Attachments: 1			
source=Assignment Favor Products llc#page1.tif			

OP \$65.00 4818232

ASSIGNMENT

WHEREAS, **FAVOR PRODUCTS, LLC**, (Assignor), a limited liability company of Delaware, having an address at 924 Bergen Avenue, PMB 173, Jersey City, New Jersey 07306, is the owner of U.S. Trademark Registration No. 4,818,232 – HOLY GRAIL, and the owner of U.S. Trademark Application Serial No. 86/759,401 – LOVE BEAUTY FULLY; and

WHEREAS, Assignor desires to assign the U.S. Trademark Registration No. 4,818,232 and the U.S. Trademark Application Serial No. 86/759,401 and the entire portions of Assignor's business to which the trademarks pertain, to **IT COSMETICS, LLC**, (Assignee), a limited liability company of Delaware, having an address at 111 Town Square Place, Suite 317, Jersey City, New Jersey 07310; and Assignee desires to acquire the same;

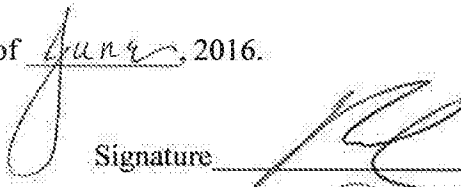
NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire worldwide rights, title and interest in and to the aforesaid trademarks, trademark registration and trademark application, the business to which the trademarks pertain, and the goodwill of the business symbolized by the trademarks, together with all claims for damages by reason of past infringement of said trademarks, including the right to sue in its own name and to collect said damages for its own use.

Signed this 22nd day of June, 2016.

Signature _____

Name of signor: _____

Title: _____


Name of signor: PAULO LIMA
Title: CO. FOUNDER