

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM400792

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brian Lee		10/01/2016	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rude Cosmetics, Inc.		
<b>Street Address:</b>	1636 W 8th Street		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90017		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86849278	RUDE	
<b>Serial Number:</b>	86840996	RUDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	6195007062		
<b>Email:</b>	jjekel@techlawllp.com		
<b>Correspondent Name:</b>	Jon Jekel		
<b>Address Line 1:</b>	6265 Greenwich Dr.		
<b>Address Line 2:</b>	Suite 201		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92122		
<b>NAME OF SUBMITTER:</b>	Jonathan A. Jekel		
<b>SIGNATURE:</b>	/Jon Jekel/		
<b>DATE SIGNED:</b>	10/04/2016		
<b>Total Attachments: 1</b>			
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**Trademark Assignment**

**United States of America**

This Assignment is made this 28th day of September, 2016, by and between Brian Lee, an individual residing at 681 S. Bronson Ave. Los Angeles, CA 90005 ("Assignor") and Rude Cosmetics, Inc., a California corporation, having its principal place of business at 1636 W 8th Street, Suite 100, Los Angeles, CA 90017 ("Assignee").

WHEREAS Assignor is owner of the trademarks as set out in the schedule below, as well as the goodwill of the business associated with said trademarks; and

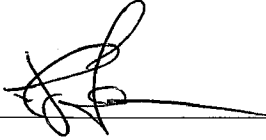
WHEREAS Assignee is desirous of acquiring said trademarks, the trademark applications, and goodwill of the business associated with said trademarks thereof:

NOW THEREFORE, in consideration of and in exchange for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the trademarks and the applications and registrations thereof, together with the goodwill of the business associated with the trademarks.

THE SCHEDULE above referred to:

MARK	JURISDICTION	SERIAL NO.	FILING DATE	CLASS	STATUS
RUDE	USA	86849278	12/15/2015	003	Live
RUDE	USA	86840996	12/7/2015	003	Live

IN WITNESS WHEREOF, the Assignor has executed this document in accordance with its constitutions and bylaws:

Signature : 

Print Name : Brian Lee

Title : Individual

Date : 10/1/2016