

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM428611

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shipman Associates, Inc.		05/23/2017	Corporation:
RECEIVING PARTY DATA			
Name:	Shipman Associates, LLC		
Doing Business As:	theBalm		
Street Address:	1000 Atlantic Ave Suite 100		
City:	Alameda		
State/Country:	CALIFORNIA		
Postal Code:	94501		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 86			
Property Type	Number	Word Mark	
Serial Number:	86160775	PRETTY SMART	
Serial Number:	77120801	SEXY MAMA	
Serial Number:	77316161	BALMSPRINGS	
Serial Number:	87252631	EVEN STEVEN	
Serial Number:	87267357	SCUBA	
Serial Number:	87280115	MEET MO' HUGHES	
Serial Number:	85291716	EN ROOT	
Serial Number:	87178982	LAISSEZ LES BALM TEMPS ROULER	
Serial Number:	87121724	FOILED AGAIN...	
Serial Number:	87180620	THEBALMJOUR	
Serial Number:	87079307	DEPARTMENT OF CORRECTIONS	
Serial Number:	77145244	OVERSHADOW	
Serial Number:	87193055	THEBALMGIORNO	
Serial Number:	77085193	BAHAMA MAMA	
Serial Number:	78870536	BALMS AWAY	
Serial Number:	86338057	BALMASTE	
Serial Number:	87000002	NUDE BEACH	
Serial Number:	87009424	THEBALMBINA	

OP \$2165.00 86160775

Property Type	Number	Word Mark
Serial Number:	77234084	THEBALM
Serial Number:	86241938	THEBALMFIRE
Serial Number:	86636197	ON THE CONTOURARY
Serial Number:	85459578	SCHWING
Serial Number:	85465239	WHAT'S YOUR TYPE
Serial Number:	86666237	THEBALM NUIT
Serial Number:	77109944	BIG MAMA
Serial Number:	86795385	QUIET ON SET
Serial Number:	85003359	SMART COOKIE
Serial Number:	85003404	HOT COOKIE
Serial Number:	85035961	NO STRINGS ATTACHED
Serial Number:	85683129	POWDER TO THE PEOPLE
Serial Number:	85463885	BALM JOVI
Serial Number:	85451451	DOUBLE CROSSER
Serial Number:	85500395	PUT A LID ON IT
Serial Number:	85476407	ROBERT BALMER
Serial Number:	85119074	BALM DESERT
Serial Number:	77454523	DOWN BOY
Serial Number:	85627635	IN THE BALM OF YOUR HAND
Serial Number:	85617581	MEET MATT(E) NUDE.
Serial Number:	85633713	SIZE MATT(E)RS
Serial Number:	85683144	BLEND A HAND
Serial Number:	85683174	CREASE, LOVE & HAPPINESS
Serial Number:	85683188	GIVE CREASE A CHANCE
Serial Number:	77316229	BALM BEACH
Serial Number:	77454486	CABANA BOY
Serial Number:	85684755	WOMEN EMPOWDERMENT
Serial Number:	77621144	AUTOBALM
Serial Number:	85851339	CINDY-LOU MANIZER
Serial Number:	85796483	MR. WRITE
Serial Number:	77748102	FOR KEEPS
Serial Number:	85551380	SMOKE BALM
Serial Number:	77704697	MARY-LOU MANIZER
Serial Number:	85903410	HOW 'BOU'T THEM APPLES?
Serial Number:	86135475	THE BALM
Serial Number:	85168473	BETTY-LOU MANIZER
Serial Number:	86289503	THE BALM COSMETICS
Serial Number:	86289420	THEBALM COSMETICS

Property Type	Number	Word Mark
Serial Number:	86029348	BALMSAI
Serial Number:	77704690	BATTER UP
Serial Number:	86219283	READ MY LIPS
Serial Number:	86158635	PRETTY SMART
Serial Number:	86082187	MR. WRITE (NOW)
Serial Number:	86094486	LA BALMBA
Serial Number:	85064530	FRAT BOY
Serial Number:	86105012	MEET MATT(E) HUGHES
Serial Number:	85009968	JAMES BALM
Serial Number:	85134503	BROW POW
Serial Number:	85189717	TIMEBALM SKIN CARE
Serial Number:	86205403	NUDE DUDE
Serial Number:	86192301	MONT BALM
Serial Number:	85192204	BALMBINI
Serial Number:	85189430	MEET MATT(E).
Serial Number:	86910407	BALMSHELTER
Serial Number:	85009962	THEBALM GIRLS
Serial Number:	85103516	CHEATER
Serial Number:	85640979	ADAM BALM
Serial Number:	85197276	NUDE TUDE
Serial Number:	86806992	THEBALM VOYAGE
Serial Number:	86524852	MEET MATT(E) TRIMONY
Serial Number:	85629934	GLAMOURFLAGE
Serial Number:	86079702	THEBALM APPETIT
Serial Number:	87079291	HIGHLITE 'N CON TOUR
Serial Number:	87102720	MEET MATT(E) ADOR.
Serial Number:	86094132	PHOTOBALM
Serial Number:	78414382	THE BALM
Serial Number:	78414758	THE BALM
Serial Number:	78976227	THE BALM

CORRESPONDENCE DATA

Fax Number: 4132153802

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.

Phone: 4155928860

Email: marissa@thebalm.com

Correspondent Name: Shipman Associates LLC

Address Line 1: 1000 Atlantic Ave Suite 100

Address Line 4: Alameda, CALIFORNIA 94501

TRADEMARK

REEL: 006066 FRAME: 0811

NAME OF SUBMITTER:	Marissa Shipman
SIGNATURE:	/marissa shipman/
DATE SIGNED:	05/23/2017
Total Attachments: 0	

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