

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM428665

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
theBalm.com 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: 1			
Property Type	Number	Word Mark	
Serial Number:	78118420	PLUMP YOUR PUCKER	
CORRESPONDENCE DATA			
Fax Number:	4132153802		
<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:	4155928860		
Email:	marissa@thebalm.com		
Correspondent Name:	Shipman Associates, LLC		
Address Line 1:	1000 Atlantic Ave Suite 100		
Address Line 4:	Alameda, CALIFORNIA 94501		
NAME OF SUBMITTER:	Marissa Shipman		
SIGNATURE:	/marissa shipman/		
DATE SIGNED:	05/23/2017		
Total Attachments: 0			

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