

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM429576

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the conveying party previously recorded on Reel 004831 Frame 0686 previously recorded on Reel 004831 Frame 0686. Assignor(s) hereby confirms the Assignment of the entire interest and the goodwill.
<b>RESUBMIT DOCUMENT ID:</b>	900406221

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HL Intellectual Properties, Inc.		07/27/2012	Corporation: ARIZONA

## RECEIVING PARTY DATA

<b>Name:</b>	HauteLook, Inc.
<b>Street Address:</b>	1212 S. Flower Street
<b>Internal Address:</b>	Suite 300
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90015
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
<b>Registration Number:</b>	4022713	HAUTELOOK

## CORRESPONDENCE DATA

Fax Number: 2066826031

*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: 2066224900

Email: JenniferA@SeedIP.com

Correspondent Name: Lorraine Linford

Address Line 1: 701 Fifth Avenue

Address Line 2: Suite 5400

Address Line 4: Seattle, WASHINGTON 98104

<b>ATTORNEY DOCKET NUMBER:</b>	700043.20997
<b>NAME OF SUBMITTER:</b>	Lorraine Linford
<b>SIGNATURE:</b>	/Lorraine Linford/
<b>DATE SIGNED:</b>	06/01/2017

**Total Attachments: 6**

source=Corrective Assignment - HAUTELOOK - w original cover sheet#page1.tif

source=Corrective Assignment - HAUTELOOK - w original cover sheet#page2.tif

source=Corrective Assignment - HAUTELOOK - w original cover sheet#page3.tif

source=Corrective Assignment - HAUTELOOK - w original cover sheet#page4.tif

source=Corrective Assignment - HAUTELOOK - w original cover sheet#page5.tif

source=Corrective Assignment - HAUTELOOK - w original cover sheet#page6.tif

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HL INTELLECTUAL PROPERTIES, LLC.		07/27/2012	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	HAUTELOOK, INC.		
Street Address:	1212 S. FLOWER STREET		
Internal Address:	SUITE 300		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90015		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85241638	HAUTELOOK	
Registration Number:	4022713	HAUTELOOK	
Registration Number:	2979985	HAUTE LOOK	
CORRESPONDENCE DATA			
Fax Number:	9287170160		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	928-717-2218		
Email:	DSGLAW@MSN.COM		
Correspondent Name:	DONALD S. GRIER		
Address Line 1:	1800 TIMBER COVE LANE		
Address Line 4:	PRESCOTT, ARIZONA 86305		
ATTORNEY DOCKET NUMBER:	HAUTE-25		

OP \$90.00 85241638

NAME OF SUBMITTER:	DONALD S. GRIER
Signature:	/DSG/
Date:	07/30/2012
Total Attachments: 2 source=HL trademark assignment from HL IP to HL Inc 072712#page1.tif source=HL trademark assignment from HL IP to HL Inc 072712#page2.tif	

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, HL Intellectual Properties, ~~LLC~~, <sup>Inc.</sup> an Arizona ~~limited liability company~~, <sup>corporation</sup> having its principal offices at 301 W. Whipple Street, Suite E, Prescott, Arizona 86303, has adopted, used, is using and is the owner of the following trademark registrations now registered in the United States Patent and Trademark Office:

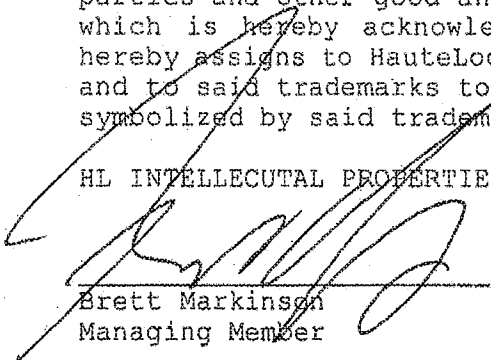
<u>Trademark</u>	<u>Registration Number</u>
HAUTE LOOK	2979985
HAUTE LOOK	4022713

WHEREAS, HauteLook, Inc., a Delaware corporation having offices at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is desirous of acquiring said registered trademarks.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and pursuant to a prior written agreement between the parties and other good and valuable consideration, the receipt of which is hereby acknowledged, HL Intellectual Properties, LLC. hereby assigns to HauteLook, Inc. all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

HL INTELLECUTAL PROPERTIES, LLC

HAUTELOOK, INC.

  
Brett Markinson  
Managing Member

  
Terry Boyle  
Chief Operating Officer

Dated: July 27, 2012

Dated: July 27, 2012

C:\HAUTELOOK\TMUSA\ASSIGNMENT.V.2072712

ASSIGNMENT OF TRADEMARK APPLICATION

WHEREAS, HL Intellectual Properties, ~~LLC~~<sup>Inc.</sup>, an Arizona ~~limited liability company~~<sup>Corporation</sup>, having its principal offices at 301 W. Whipple Street, Suite E, Prescott, Arizona 86303, has adopted, used, is using and is the owner of the following trademark application now pending in the United States Patent and Trademark Office:

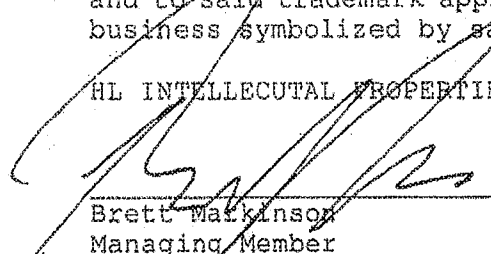
<u>Trademark</u>	<u>Application Number</u>
HAUTE LOOK	85241638

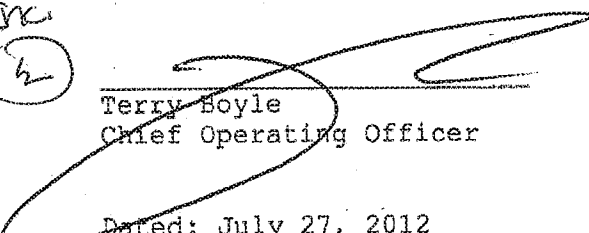
WHEREAS, HauteLook, Inc., a Delaware corporation having offices at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is desirous of acquiring said trademark application.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and pursuant to a prior written agreement between the parties and other good and valuable consideration, the receipt of which is hereby acknowledged, HL Intellectual Properties, LLC. hereby assigns to HauteLook, Inc. all right, title and interest in and to said trademark application together with the goodwill of the business symbolized by said trademark.

HL INTELLECUTAL PROPERTIES, ~~LLC~~<sup>INC.</sup>

HAUTELOOK, INC.

  
Brett Markinson  
Managing Member

  
Terry Boyle  
Chief Operating Officer

Dated: July 27, 2012

Dated: July 27, 2012

C:\HAUTELOOK\TMUSA\ASSIGNMENT.V.1072712

ASSIGNMENT OF TRADEMARK APPLICATION

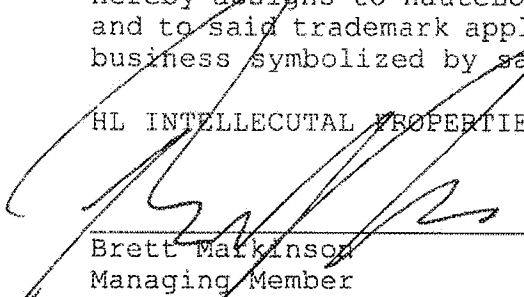
WHEREAS, HL Intellectual Properties, LLC., an Arizona limited liability company, having its principal offices at 301 W. Whipple Street, Suite E, Prescott, Arizona 86303, has adopted, used, is using and is the owner of the following trademark application now pending in the United States Patent and Trademark Office:

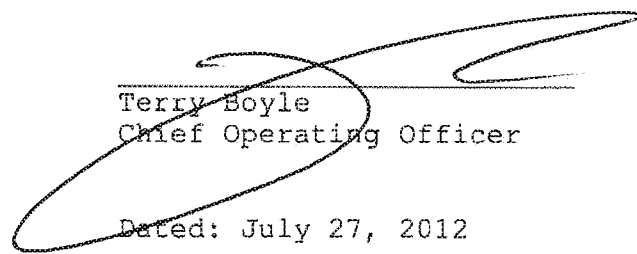
<u>Trademark</u>	<u>Application Number</u>
HAUTE LOOK	85241638

WHEREAS, HauteLook, Inc., a Delaware corporation having offices at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is desirous of acquiring said trademark application.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and pursuant to a prior written agreement between the parties and other good and valuable consideration, the receipt of which is hereby acknowledged, HL Intellectual Properties, LLC. hereby assigns to HauteLook, Inc. all right, title and interest in and to said trademark application together with the goodwill of the business symbolized by said trademark.

HL INTELLECUTAL PROPERTIES, LLC.      HAUTELOOK, INC.

  
\_\_\_\_\_  
Brett Markinson  
Managing Member

  
\_\_\_\_\_  
Terry Boyle  
Chief Operating Officer

Dated: July 27, 2012

Dated: July 27, 2012

C:\HAUTELOOK\TM\USA\ASSIGNMENT.V.1072712

ASSIGNMENT OF REGISTERED TRADEMARK

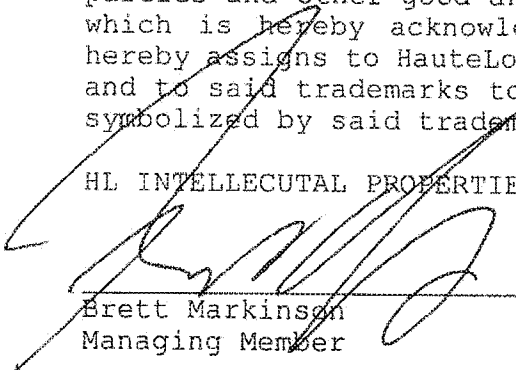
WHEREAS, HL Intellectual Properties, LLC., an Arizona limited liability company, having its principal offices at 301 W. Whipple Street, Suite E, Prescott, Arizona 86303, has adopted, used, is using and is the owner of the following trademark registrations now registered in the United States Patent and Trademark Office:

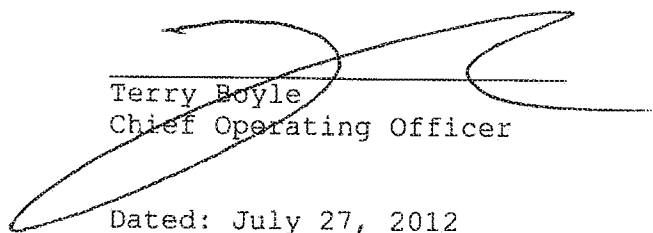
<u>Trademark</u>	<u>Registration Number</u>
HAUTE LOOK	2979985
HAUTE LOOK	4022713

WHEREAS, HauteLook, Inc., a Delaware corporation having offices at 1212 S. Flower Street, Suite 300, Los Angeles, California 90015, is desirous of acquiring said registered trademarks.

NOW, THEREFORE, in consideration of the sum of ten dollars (\$10.00) and pursuant to a prior written agreement between the parties and other good and valuable consideration, the receipt of which is hereby acknowledged, HL Intellectual Properties, LLC. hereby assigns to HauteLook, Inc. all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks and registrations thereof.

HL INTELLECUTAL PROPERTIES, LLC.      HAUTELOOK, INC.

  
\_\_\_\_\_  
Brett Markinson  
Managing Member

  
\_\_\_\_\_  
Terry Boyle  
Chief Operating Officer

Dated: July 27, 2012

Dated: July 27, 2012

C:\HAUTELOOK\TM\USA\ASSIGNMENT.V.2072712