

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM429177

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BEAUTYDNA LLC		05/22/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SANDOW MEDIA, LLC		
Street Address:	3651 NW 8th Avenue		
City:	BOCA RATON		
State/Country:	FLORIDA		
Postal Code:	33431		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4672880	BEAUTYDNA	
Registration Number:	4819743	BEAUTYDNA	
CORRESPONDENCE DATA			
Fax Number:	5619622101		
<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:	561-962-2100		
Email:	lpatino@duanemorris.com		
Correspondent Name:	DUANE MORRIS LLP		
Address Line 1:	5100 TOWN CENTER CIRCLE, SUITE 650		
Address Line 4:	BOCA RATON, FLORIDA 33486		
NAME OF SUBMITTER:	GREGORY M. LEFKOWITZ		
SIGNATURE:	/Gregory M. Lefkowitz/		
DATE SIGNED:	05/30/2017		
Total Attachments: 3			
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TRADEMARKS ASSIGNMENT

This Trademarks Assignment (this "Assignment") is made and entered into as of May 22, 2017, by and between BeautyDNA LLC, a Delaware limited liability company ("Assignor"), and Sandow Media, LLC, a Delaware limited liability company, having an address at 3651 N.W. 8th Avenue, Boca Raton, Florida 33431 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks set forth on Schedule A (attached hereto and made a part hereof), including the goodwill associated therewith (collectively, the "Assigned Trademarks");

WHEREAS, Assignee is desirous of obtaining from Assignor, and Assignor wishes to transfer and assign to Assignee, all right, title and interest in and to the Assigned Trademarks, including without limitation the applications and registrations thereof;

NOW, THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration the receipt and adequacy of which is hereby freely acknowledged, and intending to be legally bound, the parties agree as follows:

1. Assignor hereby assigns, conveys and transfers to Assignee all of its right, title and interest in and to:

(a) the Assigned Trademarks;

(b) the goodwill of Assignor's business (whether direct, done under license or otherwise) to the extent connected with, and symbolized by, the Assigned Trademarks; and

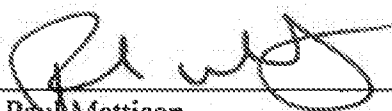
(c) all rights, claims and privileges related to any of the Assigned Trademarks worldwide, including, without limitation, (i) the right to prosecute applications for registration thereof and maintain registrations and patents for the Assigned Trademarks and (ii) the right to sue and recover for, and the right to the profits or damages due or accrued arising out of or in connection with any and all past, present or future infringements or passing off or dilution of or damage, degradation or injury to the Assigned Trademarks.

2. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the exclusive owner of all of Assignor's right, title and interest in and to the Assigned Trademarks.

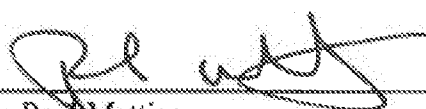
3. Assignor shall, at Assignee's reasonable request, take such further action and execute such additional agreements and instruments as may be necessary to effect and perfect the assignment contemplated hereby.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly authorized and executed as of the date hereof.

BEAUTYDNA LLC

By: 
Name: Paul Mattison
Title: CFO

SANDOW MEDIA, LLC

By: 
Name: Paul Mattison
Title: CFO

SIGNATURE PAGE TO BEAUTYDNA LLC/ SANDOW MEDIA, LLC TRADEMARK ASSIGNMENT

SCHEDULE A

Owner: BEAUTYDNA LLC

U.S. TRADEMARK(S)				
NO.	STATUS	REG. OR APPLN NUMBER.	REG. OR FILING DATE	TRADEMARK
1	Registered	4672880	1/03/2015	BEAUTYDNA
2	Registered	4819743	9/22/2015	BEAUTYDNA

FOREIGN TRADEMARK(S)					
NO.	COUNTRY	STATUS	REG. OR APPLN NUMBER.	REG. OR FILING DATE	TRADEMARK
3	European Union	Registered	013470232	6/17/2015	BEAUTYDNA