

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM432001

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rbin Shobin		06/15/2017	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Halo Lifestyle LLC		
Street Address:	2655 Glasco Turnpike		
City:	Woodstock		
State/Country:	NEW YORK		
Postal Code:	12498		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	87045741	HALO	
Serial Number:	87063834	GLOBEAUTY	
Serial Number:	87085634	FIT = BEAUTIFUL	
Serial Number:	87085640	FIT IS BEAUTIFUL	
Serial Number:	87200458	HALO LIFE	
Serial Number:	87208886	THE HALO EFFECT	
Serial Number:	87311530	BEAST	
Serial Number:	87311545	MARK	
Serial Number:	87311518	STORM	
Serial Number:	87311504	STRONG	
Serial Number:	87319611	INCITE	
CORRESPONDENCE DATA			
Fax Number:	2124255288		
<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:	212-425-7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Jonathan D. Reichman		
Address Line 1:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		

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TRADEMARK

ATTORNEY DOCKET NUMBER:	87233/268290
NAME OF SUBMITTER:	Jonathan D. Reichman
SIGNATURE:	/Jonathan D. Reichman/
DATE SIGNED:	06/21/2017
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

TRADEMARK ASSIGNMENT

This Assignment is made on this 15 day of June, 2017 by Robin Shobin, an individual, having an address at 2655 Glasco Turnpike, Woodstock, New York 12498 ("ASSIGNOR"), to and in favor of Halo Lifestyle LLC, a limited liability company organized and existing under the laws of New York, having a principal place of business at 2655 Glasco Turnpike, Woodstock, NY 12498 ("ASSIGNEE").

WITNESSETH THAT:

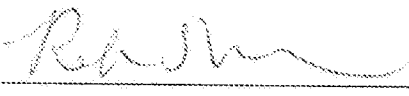
WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks and trademark applications listed in attached Schedule "A" (the "TRADEMARKS"), and

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all right, title and interest in and to the TRADEMARKS,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers, conveys, grants and bequeaths to ASSIGNEE, all right, title and interest in and to the TRADEMARKS, together with the goodwill of the business appurtenant to and symbolized by the TRADEMARKS, and including, without limitation, all common law rights in and to the TRADEMARKS, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the TRADEMARKS, to be held and enjoyed by ASSIGNEE, its successors and assigns, to the same extent that such would have been held and enjoyed by ASSIGNOR had such assignment not been made.

ASSIGNEE is the successor to ASSIGNOR's business to which the TRADEMARKS
pertain, as required by Section 10 (a)(1) of the Trademark Act (15 U.S.C. § 1060(a)(1)).

Dated: June 15, 2017


Name: Robin Shobin

SCHEDULE "A"

<u>TRADEMARKS</u>	<u>SERIAL NO.</u>	<u>APPLICATION DATE</u>
HALO	87/045,741	May 20, 2016
GLOBEAUTY	87/063,834	June 7, 2016
FIT = BEAUTIFUL	87/085,634	June 27, 2016
FIT IS BEAUTIFUL	87/085,640	June 27, 2016
HALO LIFE	87/200,458	October 12, 2016
THE HALO EFFECT	87/208,886	October 19, 2016
BEAST	87/311,530	January 24, 2017
MARK	87/311,545	January 24, 2017
STORM	87/311,518	January 24, 2017
STRONG	87/311,504	January 24, 2017
INCITE	87/319,611	January 31, 2017

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