

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437927

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eva's Esthetics, Inc.		07/05/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Youth to the People		
Street Address:	480 McCormick Street		
City:	San Leandro		
State/Country:	CALIFORNIA		
Postal Code:	94577		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4898490	YTTP	
Registration Number:	4735862	YOUTH TO THE PEOPLE	
Serial Number:	86921136	POWERED BY SUPERFOODS, PERFECTED WITH SC	
Serial Number:	87347784	SUPERFOODS + SCIENCE	
CORRESPONDENCE DATA			
Fax Number:	3109989100		
<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>			
Email:	lp@conklelaw.com		
Correspondent Name:	Mark D. Kremer		
Address Line 1:	3130 Wilshire Blvd., Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90403		
NAME OF SUBMITTER:	Mark D. Kremer		
SIGNATURE:	/Mark D. Kremer/		
DATE SIGNED:	08/03/2017		
Total Attachments: 7			
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ASSIGNMENT OF TRADEMARKS

Whereas, Eva's Esthetics, Inc. ("Assignor"), a California Corporation whose address is 480 McCormick St., San Leandro, California 94612, is the owner of the trademarks, trade dress and registrations thereof listed on Attachment A (collectively, the "Trademarks").

Whereas, Youth to the People ("Assignee"), a California Corporation, whose address is 480 McCormick St., San Leandro, California 94612, wishes to acquire all the right, title and interest to said Trademarks, together with all goodwill pertaining thereto.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. GRANT OF RIGHTS:

Assignor irrevocably grants, sells, transfers, assigns and delivers to Assignee, all right, title and interest of every kind and character throughout the world that it has, if any, in and to the Trademarks, and the goodwill of the business pertaining thereto, including the right to and all claims for past damages, it being acknowledged and understood that it is the intention of this assignment to confer upon Assignee, Assignor's full and complete title to and ownership of the Trademarks, for their life, or any term allowed by this law of every jurisdiction.

2. RIGHTS AND OBLIGATIONS:

2.1 Assignor agrees to execute and deliver, or cause to be executed and delivered, to Assignee or any purchaser of the Trademarks from Assignee, any and all documents and instruments, in form and substance reasonably satisfactory to Assignee and its counsel, necessary or useful or which may become necessary or useful to effect and complete the transfer, grant or sale to Assignee of all rights or property acquired or intended to be acquired by Assignee under this Assignment and shall pay any fees or expense necessary for such transfer, grant or sale, found due and owing prior to the date of this Assignment.

2.2 Assignee, its successors and assigns are empowered to do all things and acts necessary in the name of Assignee to enforce, prosecute or register all rights of the Trademarks or otherwise granted hereunder. Assignee is specifically empowered but not obligated to secure such rights in its own name. Assignee is authorized and appointed attorney in fact of and for Assignor to make execute, deliver any and all documents, certificates and other instruments in obtaining, securing and extending any of the rights, registrations, licenses, certificates or other filings for the Trademarks, so long as such documents do not create any liabilities or obligations for Assignor.

3. WARRANTIES

Assignor represents and warrants that it is the sole owner of all right, title, and interest to

the Trademarks and has not granted, transferred, encumbered or assigned in whole or in part, any right, title or interest in and to the Trademarks.

3. GOVERNING LAW

This Assignment is governed by, and is to construed in accordance with the laws of the State of California.

4. ENTIRE AGREEMENT

This Assignment constitutes the sole agreement of the Parties and supersedes all oral negotiations and prior writings with respect to the subject matter hereof.

IN WITNESS WHEREOF, each party has agreed to and executed this Assignment as of July 5, 2017.

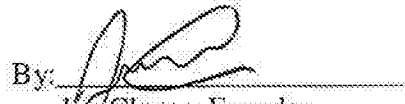
ASSIGNOR:

Eva's Esthetics, Inc.




By: 
Lisa Nestore, President





ASSIGNEE:

Youth to the People

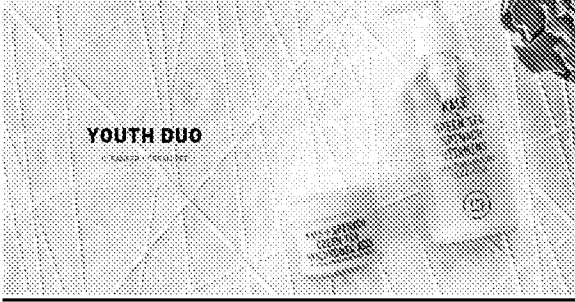
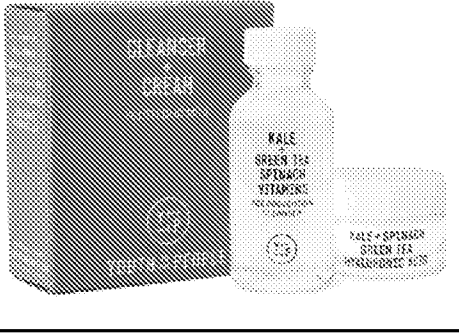
By: 
Joe Cloyes, Founder

ATTACHMENT A

Trademark	Country	Status	App./Reg. No.	App./Reg. Date	Owner
YOUTH TO THE PEOPLE	U.S.	Registered	Reg. 4735862	Reg. 5/12/2015	Eva's Esthetics, Inc.
YTTP DESIGN 	U.S.	Registered	Reg. 4898490	Reg. 2/09/2016	Eva's Esthetics, Inc.
SUPERFOODS + SCIENCE	U.S.	Pending	App. 87347784	App. 2/23/2017	Eva's Esthetics, Inc.
POWERED BY SUPERFOODS, PERFECTED WITH SCIENCE	U.S.	Pending	App. 86921136	App. 2/26/2016	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Hong Kong	Registered	Reg. 303526975	Reg. 6/10/2016	Eva's Esthetics, Inc.
YTTP DESIGN 	Hong Kong	Registered	Reg. 303526984	Reg. 5/04/2016	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Australia	Registered	Reg. 1276320	Reg. 5/26/2017	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	China	Pending	App. 1276320	App. 10/09/2015	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	EU	Registered	Reg. 1276320	Reg. 10/05/2016	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	South Korea	Registered	Reg. 1276320	Reg. 9/29/2016	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Mexico	Pending	App. 1276320	App. 10/09/2015	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Philippines	Registered	Reg. 1276320	Reg. 2/02/2017	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Russia	Registered	Reg. 1276320	Reg. 10/13/2016	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Singapore	Registered	Reg. 1276320	Reg. 4/27/2016	Eva's Esthetics, Inc.
YOUTH TO THE PEOPLE	Vietnam	Pending	App. 1276320	App. 10/09/2015	Eva's Esthetics, Inc.
YTTP DESIGN 	Australia	Registered	Reg. 1281104	Reg. 5/26/2017	Eva's Esthetics, Inc.

YTTP DESIGN 	China	Registered	Reg. 1281104	Reg. 3/20/2017	Eva's Esthetics, Inc.
YTTP DESIGN 	EU	Registered	Reg. 1281104	Reg. 4/19/2017	Eva's Esthetics, Inc.
YTTP DESIGN 	South Korea	Registered	Reg. 1281104	Reg. 10/19/2016	Eva's Esthetics, Inc.
YTTP DESIGN 	Mexico	Pending	App. 1281104	App. 10/09/2015	Eva's Esthetics, Inc.
YTTP DESIGN 	Philippines	Registered	Reg. 1281104	Reg. 2/02/2017	Eva's Esthetics, Inc.
YTTP DESIGN 	Russia	Registered	Reg. 1281104	Reg. 12/13/2016	Eva's Esthetics, Inc.
YTTP DESIGN 	Singapore	Registered	Reg. 1281104	Reg. 6/09/2016	Eva's Esthetics, Inc.
YTTP DESIGN 	Vietnam	Pending	App. 1281104	App. 10/09/2015	Eva's Esthetics, Inc.

Product Line	Image and Text
<p>KALE + GREEN TEA SPINACH, VITAMINS AGE PREVENTION CLEANSER</p>	
<p>KALE + SPINACH GREEN TEA HYALURONIC ACID, AGE PREVENTION CLEANSER</p>	
<p>KALE + TRIPEPTIDE 37, VITAMIN C HYALURONIC ACID, AGE PREVENTION FIRM AND BRIGHTEN SERUM</p>	

<p>SPIRULINA + MICROALGAE KALE SPINACH, AGE PREVENTION SUPERFOOD MASK</p>	
<p>KALE + ALOE SUNFLOWER OIL, TRYPEPTIDE 5</p>	
<p>YOUTH DUO</p>	
<p>CLEANSER + CREAM YOUTH DUO MINI</p>	

THE SET



CLEANSE IT. TREAT IT.
CONDITION IT. GO GET IT.



SUPERFOODS + SCIENCE

