

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM441175

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacifica, Inc.		08/25/2017	Corporation: OREGON
RECEIVING PARTY DATA			
Name:	Pacifia Beauty, LLC		
Street Address:	1090 Eugenia Place		
Internal Address:	Suite 200		
City:	Carpinteria		
State/Country:	CALIFORNIA		
Postal Code:	93013		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 62			
Property Type	Number	Word Mark	
Serial Number:	87363783	AROMAPOWER	
Serial Number:	87372638	EVERY TRUE BEAUTY KNOWS IT'S WHAT'S ON T	
Serial Number:	87365071	HAPPY ESSENCE	
Serial Number:	87048137	HAPPY WATER	
Serial Number:	86913369	HARD DAYS NIGHT CREAM	
Serial Number:	87319968	INVISIBLE POWERS	
Serial Number:	87372684	SEA FOAM	
Registration Number:	2759320	PACIFICA	
Registration Number:	3615680	PACIFICA	
Registration Number:	4651932	ALIGHT	
Registration Number:	4764135	AQUARIAN GAZE	
Registration Number:	5008211	BEST DAY EVER	
Registration Number:	5031977	COCONUT POWER	
Registration Number:	5058292	COCONUT SUPER POWER	
Registration Number:	4209377	COLOR QUENCH	
Registration Number:	4620586	DEVOCEAN	
Registration Number:	5008212	DRAGON TAMER	
Registration Number:	4764193	DREAM BIG	

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Property Type	Number	Word Mark
Registration Number:	4620587	DREAMLIT
Registration Number:	4764132	DREAMY YOUTH
Registration Number:	4772363	ENLIGHTENED GLOSS
Registration Number:	4652550	FRENCH LILAC
Registration Number:	3853545	FRENCH LILAC
Registration Number:	4822148	GLOW BABY
Registration Number:	4822149	FUTURE YOUTH
Registration Number:	4980169	GINGER ROOT
Registration Number:	4772353	GOLDEN LOTUS
Registration Number:	4253778	HAIRVANA
Registration Number:	3853544	HAWAIIAN RUBY GUAVA
Registration Number:	4198447	HAWAIIAN RUBY GUAVA
Registration Number:	4209376	ISLAND VANILLA
Registration Number:	4840601	JASMINE MOON
Registration Number:	3674381	LOTUS GARDEN
Registration Number:	4840735	MAGICAL MULTI-PENCIL
Registration Number:	4652555	MALIBU LEMON BLOSSOM
Registration Number:	3634589	MEDITERRANEAN FIG
Registration Number:	4621277	MEXICAN COCOA
Registration Number:	4836059	NAKED QUENCH
Registration Number:	4980167	NATIVE FLOWER
Registration Number:	4889075	PACIFICA MUSE
Registration Number:	5133923	PACIFICA NATURAL BEAUTY
Registration Number:	5132442	PACIFICA NATURAL BODYCARE
Registration Number:	5132439	PACIFICA NATURAL SKINCARE
Registration Number:	4772357	PERFECT LOTUS
Registration Number:	4774578	PORE REFINE
Registration Number:	5008046	POWER OF LOVE
Registration Number:	5019545	QUINOA SENSITIVE
Registration Number:	5019544	RICE BRIGHT
Registration Number:	4620588	SEA CHANGE
Registration Number:	4652605	SPANISH AMBER
Registration Number:	3510071	STELLA MARE
Registration Number:	4764128	STELLAR GAZE
Registration Number:	5008072	SUNDREAMS
Registration Number:	4774577	SUPER POWDER
Registration Number:	4201950	TAHITIAN GARDENIA
Registration Number:	4023580	TAKE ME THERE

Property Type	Number	Word Mark
Registration Number:	4906086	THE NATURAL BEAUTY REVOLUTION
Registration Number:	3630831	TIBETAN MOUNTAIN TEMPLE
Registration Number:	4812894	VITAL IMMERSION
Registration Number:	4652606	WAIKIKI PIKAKE
Registration Number:	5271356	WAKE UP BEAUTIFUL
Registration Number:	4980168	WELL CONDITIONED

CORRESPONDENCE DATA

Fax Number: 5032284373

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: 503-227-5631

Email: KLR.docket@chernofflaw.com

Correspondent Name: Kevin L. Russell

Address Line 1: 111 SW Columbia Street

Address Line 2: Suite 725

Address Line 4: Portland, OREGON 97201

NAME OF SUBMITTER:	Kevin L. Russell
SIGNATURE:	/Kevin L. Russell/
DATE SIGNED:	08/29/2017

Total Attachments: 5
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TRADEMARK ASSIGNMENT

WHEREAS Pacifica, Inc., an Oregon corporation located at 3135 NW Industrial, Portland, OR 97210, is the owner of the trademarks shown in Schedules A and B hereto and the trademark registrations and applications shown therein (hereinafter "the Pacifica marks"); and

WHEREAS Pacifica Beauty, LLC, a Delaware limited liability company located at 1090 Eugenia Place, Suite 200, Carpinteria, CA 93013, is the successor to the business of Pacifica, Inc. and desires to obtain the Pacifica marks, the trademark registrations and applications for the marks shown in Schedules A and B hereto, and the goodwill associated with the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Pacifica, Inc. does hereby assign, transfer and set over to said Pacifica Beauty, LLC its entire right, title and interest in and to the Pacifica marks, the trademark registrations and applications shown in Schedules A and B hereto, and the goodwill associated with the marks.

Executed this 25th day of August 2017.

PACIFICA, INC.

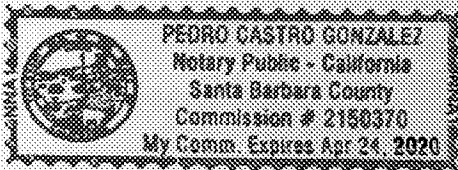
By 
William Taylor, Secretary

STATE OF CALIFORNIA)

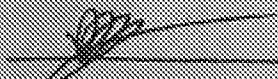
) ss.

County of Santa Barbara)

This instrument was acknowledged before me on 08-25-2017 by William Taylor.



[SEAL]


Notary Public for California
My Commission Expires: 04-24-2020

SCHEDULE A
UNITED STATES TRADEMARKS

Registrations

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
PACIFICA	2,759,320	September 2, 2003
PACIFICA	3,615,680	May 5, 2009
ALIGHT	4,651,932	December 9, 2014
AQUARIAN GAZE	4,764,135	June 30, 2015
BEST DAY EVER	5,008,211	July 26, 2016
COCONUT POWER	5,031,977	August 30, 2016
COCONUT SUPER POWER	5,058,292	October 11, 2016
COLOR QUENCH	4,209,377	September 18, 2012
DEVOCEAN	4,620,586	October 14, 2014
DRAGON TAMER	5,008,212	July 26, 2016
DREAM BIG	4,764,193	June 30, 2015
DREAMLIT	4,620,587	October 14, 2014
DREAMY YOUTH	4,764,132	June 30, 2015
ENLIGHTENED GLOSS	4,772,363	July 14, 2015
FRENCH LILAC	4,652,550	December 9, 2014
FRENCH LILAC	3,853,545	September 28, 2010
FUTURE YOUTH	4,822,149	July 29, 2015
GINGER ROOT	4,980,169	June 14, 2016
GLOW BABY	4,822,148	July 29, 2015
GOLDEN LOTUS	4,772,353	July 14, 2015
HAIRVANA	4,253,778	December 4, 2012

HAWAIIAN RUBY GUAVA	3,853,544	September 28, 2010
HAWAIIAN RUBY GUAVA	4,198,447	August 28, 2012
ISLAND VANILLA	4,209,376	September 18, 2012
JASMINE MOON	4,840,601	October 27, 2015
LOTUS GARDEN	3,674,381	August 25, 2009
MAGICAL MULTI-PENCIL	4,840,735	October 27, 2015
MALIBU LEMON BLOSSOM	4,652,555	December 9, 2014
MEDITERRANEAN FIG	3,634,589	June 9, 2009
MEXICAN COCOA	4,621,277	October 14, 2014
NAKED QUENCH	4,836,059	October 20, 2015
NATIVE FLOWER	4,980,167	June 14, 2016
PACIFICA MUSE	4,889,075	January 19, 2016
PACIFICA NATURAL BEAUTY	5,133,923	January 31, 2017
PACIFICA NATURAL BODYCARE	5,132,442	January 31, 2017
PACIFICA NATURAL SKINCARE	5,132,439	January 31, 2017
PERFECT LOTUS	4,772,357	July 14, 2015
PORE REFINE	4,774,578	July 14, 2015
POWER OF LOVE	5,008,046	July 26, 2016
QUINOA SENSITIVE	5,019,545	August 9, 2016
RICE BRIGHT	5,019,544	August 9, 2106
SEA CHANGE	4,620,588	October 14, 2014
SPANISH AMBER	4,652,605	December 9, 2014
STELLA MARE	3,510,071	September 30, 2008
STELLAR GAZE	4,764,128	June 30, 2015
SUNDREAMS	5,008,072	July 26, 2016
SUPER POWDER	4,774,577	July 14, 2015

TAHITIAN GARDENIA	4,201,950	September 4, 2012
TAKE ME THERE	4,023,580	September 6, 2011
THE NATURAL BEAUTY REVOLUTION	4,906,086	February 23, 2016
TIBETAN MOUNTAIN TEMPLE	3,630,831	June 2, 2009
VITAL IMMERSION	4,812,894	September 15, 2015
WAIKIKI PIKAKE	4,652,606	December 9, 2014
WAKE UP BEAUTIFUL	5,271,356	August 22, 2017
WELL CONDITIONED	4,980,168	June 14, 2016

Applications

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
AROMAPOWER	87-363,783	March 8, 2017
EVERY TRUE BEAUTY KNOWS IT'S WHAT'S ON THE INSIDE THAT MATTERS	87-372,638	March 15, 2017
HAPPY ESSENCE	87-365,071	March 9, 2017
HAPPY WATER	87-048,137	May 24, 2016
HARD DAYS NIGHT CREAM	86-913,369	February 19, 2016
INVISIBLE POWERS	87-319,968	January 31, 2017
SEA FOAM	87-372,684	March 15, 2017

SCHEDULE B
FOREIGN TRADEMARKS

<u>Country</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
Canada	PACIFICA	848,123	April 9, 2013
China	PACIFICA	7000122	July 27, 2010
China	PACIFICA	7000123	February 7, 2012
International	PACIFICA	926398	May 10, 2007
International	PACIFICA	1102756	January 12, 2012
International	STELLA MARE	1061706	November 30, 2010
Japan	PACIFICA	5123756	March 28, 2008
United Arab Emirates	PACIFICA	238451	May 4, 2017