

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM460598

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rare Productions, Inc.		02/01/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Ruth Roche Enterprises LLC		
Street Address:	317 Church Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87042983	RARE	
Registration Number:	2739629	RARE	
Registration Number:	3994198	BEAUTY IS A BIRTHRIGHT	
CORRESPONDENCE DATA			
Fax Number:	2122453009		
<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:	212-541-6222		
Email:	trademark@kanekessler.com		
Correspondent Name:	Linda M. Dougherty c/o Kane Kessler, PC		
Address Line 1:	666 Third Avenue		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Linda M. Dougherty		
SIGNATURE:	/lmdougherty/		
DATE SIGNED:	02/02/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Assignment") is made and entered into as of February 1, 2018 (the "Effective Date"), by and between Rare Productions, Inc., a New York corporation ("Assignor"), and Ruth Roche Enterprises LLC, a New York limited liability company ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks set forth on Schedule A below and the common law rights related thereto (collectively, the "Trademarks"), the goodwill appurtenant to the Trademarks, and the registrations and applications for registration of the Trademarks filed at the United States Patent and Trademark Office and indicated on Schedule A; and

WHEREAS, Assignor desires to assign, and Assignee desires to acquire, all right, title and interest owned by Assignor in and to the Trademarks, the registrations thereof, applications therefor and goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, sells, transfers, assigns and otherwise conveys unto Assignee, its successors and assigns, all of its right, title and interest in and to the Trademarks, including priority filing rights, together with the goodwill connected with the use of and symbolized by the Trademarks and all applications and registrations related thereto, and all rights to proceeds of the foregoing, including without limitation any rights of action by Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies against third parties for past, present or future infringement of the Trademarks. Assignor also transfers and assigns to Assignee the ongoing and existing businesses associated with the Trademarks and the goods and services related thereto.



IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the 1st day of February 2018.

Rare Productions, Inc.
 By: *Ruth Roche*
 Name: Ruth Roche
 Title: PRESIDENT

Ruth Roche Enterprises LLC
 By: *Ruth Roche*
 Name: Ruth Roche
 Title: OWNER

Schedule A

The Trademarks

Mark	Country	Registration / Application No.	Registration / Application Date
	U.S.	Reg. No. 2,739,629	Registered July 22, 2003
	U.S.	Ser. No. 87/042,983	Filed May 19, 2016
BEAUTY IS A BIRTHRIGHT	U.S.	Reg. No. 3,994,198	Registered July 12, 2011