

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM469102

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brian Lee		04/03/2018	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rude Cosmetics, Inc.		
<b>Street Address:</b>	1636 W. 8th Street		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90017		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86840992	MAKEUP WITH AN ATTITUDE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6508395071		
<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>			
<b>Phone:</b>	6508395070		
<b>Email:</b>	tmdoctc@fr.com		
<b>Correspondent Name:</b>	Lisa Greenwald-Swire		
<b>Address Line 1:</b>	P.O. BOX 1022		
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022		
<b>NAME OF SUBMITTER:</b>	Jon Jekel		
<b>SIGNATURE:</b>	/Jon Jekel/		
<b>DATE SIGNED:</b>	04/09/2018		
<b>Total Attachments: 1</b>			
source=2018-04-03 Assignment Agreement for MAKEUP WITH AN ATTITUDE#page1.tif			

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# TRADEMARK ASSIGNMENT

This Trademark Assignment, dated April 3, 2018, is by and between Brian Lee, a California resident having a principal place of business at 681 S. Bronson Ave., Los Angeles CA 90005 ("Assignor"), and Rude Cosmetics, Inc., a California corporation having a principal place of business at 1636 W. 8th Street, Suite #100, Los Angeles CA 90017 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademark(s) listed in the schedule below, as well as any goodwill associated with such trademark(s);

WHEREAS, Assignee desires to acquire the trademark(s) from Assignor, along with any goodwill associated with trademark(s);

NOW, THEREFORE, in consideration of the foregoing premises and covenants, and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged,

1. Assignor assigns, transfers and sets over to Assignee all right, title, and interest in and to the trademark(s), along with all of the goodwill of the business symbolized by and associated with the trademark(s).

2. Assignor assigns, sells, transfers and sets over unto Assignee all claims for damages for reason of past or current infringement of the Mark, as well as the right to sue for and collect the same for its own use and enjoyment.

3. Assignor authorizes the United States Patent & Trademark Office, and any government official whose duty it is to record trademark registrations, applications and title thereto, to record the trademark(s) as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.


4. Assignor represents and warrants that it has the unrestricted right to convey all right, title and interest in the Trademarks, and that Assignor has not executed, and will not execute, any agreements that are inconsistent with this Assignment.

THE SCHEDULE referred to above:

MARK	JURISDICTION	SERIAL NO.	FILING DATE
MAKEUP WITH AN ATTITUDE	USA	86840992	December 7, 2015

The undersigned, being duly authorized, have executed this Assignment as a sealed instrument as of the date first written above.

**ASSIGNOR**

By:  \_\_\_\_\_

Name: Brian Lee

Title: Owner