

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481655

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
butter LONDON LLC		07/11/2018	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	bL, LLC
Street Address:	6120 Powers Ferry Road NW, Suite 300
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30339
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Serial Number:	86690155	BLUSHCLUTCH
Serial Number:	85602496	
Serial Number:	85602502	BUTTER LONDON
Serial Number:	86690124	BRONZERCLUTCH
Serial Number:	78588497	BUTTER LONDON
Serial Number:	85234868	BUTTER LONDON
Serial Number:	85234874	BUTTER LONDON
Serial Number:	85980812	BUTTER LONDON
Serial Number:	86460749	BUTTER LONDON
Serial Number:	86312212	BUTTER LONDON
Serial Number:	87052861	CRAFTED WITH CARE
Serial Number:	86664059	DOUBLE DECKER LASHES
Serial Number:	86535077	ELECTRALASH
Serial Number:	86537116	FIT LASH
Serial Number:	86825209	GLAZEN
Serial Number:	85653657	HANDBAG HOLIDAY
Serial Number:	85829597	HORSE POWER
Serial Number:	86896673	ICONOCLAST

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86762632	MELT AWAY
Serial Number:	87040174	OH MY, HOW HIGH!
Serial Number:	86401944	P.D. QUICK DRY CONDITIONING DROPS
Serial Number:	86379664	PATENT SHINE 10X
Serial Number:	86627454	PLUSH RUSH
Serial Number:	87052873	PURE, POSH & PLAYFUL
Serial Number:	87340378	PURECURE PEEL-OFF GEL LACQUER
Serial Number:	86401930	QUICKFIX MOISTURIZING CUTICLE BALM
Serial Number:	85936660	SCRUBBERS
Serial Number:	86501135	SHADOWCLUTCH
Serial Number:	86664016	SHEER WISDOM
Serial Number:	87496214	STROKE OF WOW

CORRESPONDENCE DATA

Fax Number: 6123336798

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: 6123678729

Email: trademarks-mi@btlaw.com

Correspondent Name: Barnes & Thornburg LLP

Address Line 1: 225 South Sixth Street, Suite 2800

Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	butter LONDON
NAME OF SUBMITTER:	Kerry R Thompson - Paralegal
SIGNATURE:	/Kerry R Thompson/
DATE SIGNED:	07/12/2018

Total Attachments: 6

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TRADEMARK ASSIGNMENT

WHEREAS, butter LONDON LLC, a Limited Liability Company organized under the laws of Delaware, doing business at 3535 Factoria Blvd SE, Suite 440, Bellevue, Washington 98006, United States of America (the Assignor), is the record owner of the Trademarks listed in Schedule A and Schedule B.

WHEREAS, bL, LLC, a Limited Liability Company organized under the laws of Delaware, doing business at 6120 Powers Ferry Road NW, Suite 300, Atlanta, Georgia 30339, United States of America (the Assignee), is desirous of acquiring said trademark(s) and all title and rights thereunder;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, sells, conveys and transfers to Assignee all rights, title, and interest in and to the trademarks, the common law rights to the mark, and the goodwill of the business with which the marks are used and the registration thereof, the applications in Schedule A and the entire business or portion thereof of Assignor's business to which the marks pertain with which it has a bona fide intent to use, all claims for damages by reason of infringement, and the right to sue for and collect the same for its own use and for the use of its successors and assigns. The Trademarks and corresponding applications are being assigned as part of the entire business or portion thereof to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060.

Assignor warrants that it has all ownership of the trademark rights and trademark registrations and that to the best of the Assignee's knowledge this assignment does not infringe any third party's intellectual property rights. Assignor further warrants that it has not received any challenge or claim to the validity or ownership of the trademark rights or trademark registrations.

Made this 11th day of July, 2018.

[Signature Page Follows]

butter LONDON LLC (ASSIGNOR)

Sarina Godin

Name: Sarina Godin
Title: President

State of Washington)
County of King)

This instrument was acknowledged before me on this 10 day of July, 2018 by Sarina Godin, President of butter LONDON LLC., a Delaware limited liability company, on behalf of said company.

Jean-Pierre Newsome
Notary Public: Jean-Pierre Newsome
My Commission Expires: 9/9/2019

JEAN-PIERRE NEWSOME
Notary Public
State of Washington
My Commission Expires
September 09, 2019

bL, LLC (ASSIGNEE)

Name: Robert K. Cohen
Title: Executive Chairman and
Chief Executive Officer

State of)
County of)

This instrument was acknowledged before me on this _____ day of _____, 2018 by Robert K. Cohen, Executive Chairman and Chief Executive Officer of bL LLC, a Delaware limited liability company, on behalf of said company.

Notary Public:
My Commission Expires:

butter LONDON LLC (ASSIGNOR)

Name: Sarina Godin
Title: President

State of)
County of)

This instrument was acknowledged before me on this _____ day of _____, 2018 by Sarina Godin, President of butter LONDON LLC., a Delaware limited liability company, on behalf of said company.

Notary Public:
My Commission Expires:

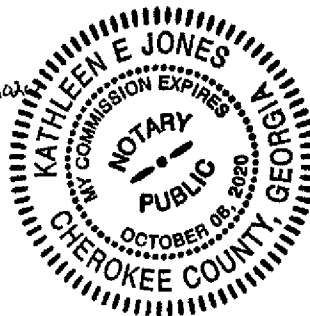
bL LLC (ASSIGNEE)

Name: Robert K. Cohen
Title: Executive Chairman and
Chief Executive Officer

State of Georgia)
County of Fulton)

This instrument was acknowledged before me on this 9th day of July, 2018 by Robert K. Cohen, Executive Chairman and Chief Executive Officer of bL LLC, a Delaware limited liability company, on behalf of said company.

Kathleen Jones
Notary Public:
My Commission Expires: October 08, 2020



SCHEDULE A

UNITED STATES TRADEMARKS

Mark	Status	Country	Appln. No.	Filing Date	Reg. No.	Reg. Date
BLUSHCLUTCH	Registered	United States	86/690,155	7/10/2015	5,276,924	8/29/2017
BOTTLE TRADE DRESS	Registered	United States	85/602,496	4/19/2012	4,257,103	12/11/2012
BOTTLE TRADE DRESS WITH butter LONDON (Stylized)	Registered	United States	85/602,502	4/19/2012	4,260,828	12/18/2012
BRONZERCLUTCH	Registered	United States	86/690,124	7/10/2015	5,276,923	8/29/2017
butter LONDON	Registered	United States	78/588,497	3/16/2005	3,079,241	4/11/2006
BUTTER LONDON	Registered	United States	85/234,868	2/4/2011	4,679,188	1/27/2015
BUTTER LONDON	Registered	United States	85/234,874	2/4/2011	4,230,620	10/23/2012
BUTTER LONDON	Registered	United States	85/980,812	2/4/2011	4,479,132	2/4/2014
BUTTER LONDON	Registered	United States	86/460,749	11/20/2014	4,857,933	11/24/2015
BUTTER LONDON & Design	Registered	United States	86/312,212	6/17/2014	4,956,501	5/10/2016
CRAFTED WITH CARE	Allowed	United States	87/052,861	5/27/2016		
DOUBLE DECKER LASHES	Registered	United States	86/664,059	6/16/2015	5,134,281	1/31/2017
ELECTRALASH	Registered	United States	86/535,077	2/13/2015	4,952,639	5/3/2016
FIT LASH	Pending	United States	86/537,116	2/17/2015		
GLAZEN	Registered	United States	86/825,209	11/18/2015	5,360,464	12/19/2017
HANDBAG HOLIDAY	Registered	United States	85/653,657	6/15/2012	4,389,322	8/20/2013
HORSE POWER	Registered	United States	85/829,597	1/22/2013	4,392,159	8/27/2013
ICONOCLAST	Registered	United States	86/896,673	2/3/2016	5,044,604	9/20/2016
MELT AWAY	Registered	United States	86/762,632	9/21/2015	4,951,057	5/3/2016
OH MY, HOW HIGH!	Registered	United States	87/040,174	5/17/2016	5,272,338	8/22/2017
P.D. QUICK DRY CONDITIONING DROPS	Registered	United States	86/401,944	9/22/2014	4,993,999	7/5/2016
PATENT SHINE 10X	Registered	United States	86/379,664	8/28/2014	4,952,143	5/3/2016
PLUSH RUSH	Registered	United States	86/627,454	5/12/2015	4,984,964	6/21/2016
PURE, POSH & PLAYFUL	Registered	United States	87/052,873	5/27/2016	5,402,394	2/13/2018
PURECURE PEEL-OFF GEL LACQUER	Allowed	United States	87/340,378	2/17/2017		
QUICKFIX MOISTURIZING CUTICLE BALM	Registered	United States	86/401,930	9/22/2014	4,993,998	7/5/2016
SCRUBBERS	Registered	United States	85/936,660	5/20/2013	4,462,099	1/7/2014
SHADOWCLUTCH	Registered	United States	86/501,135	1/12/2015	5,286,677	9/12/2017
SHEER WISDOM	Registered	United States	86/664,016	6/16/2015	4,985,104	6/21/2016
STROKE OF WOW	Allowed	United States	87/496,214	6/19/2017		

SCHEDULE B**FOREIGN TRADEMARKS**

Mark	Status	Country	Appln. No	Filing Date	Reg. No.	Reg. Date
BUTTER LONDON	Registered	Australia	1091209	8/3/2011	1091209	8/3/2011
BUTTER LONDON	Registered	Australia	1694250	5/18/2015	1694250	9/29/2016
butter LONDON & Design	Registered	Australia	1664821	12/16/2014	1664821	9/16/2016
DOUBLE DECKER LASHES	Registered	Australia	1737478	11/26/2015	1737478	6/17/2016
ELECTRALASH	Registered	Australia	1713348	8/11/2015	1713348	11/25/2015
HORSE POWER	Registered	Australia	1170811	7/18/2013	1170811	7/18/2013
MELT AWAY	Registered	Australia	1744352	1/5/2016	1744352	7/8/2016
PLUSH RUSH	Registered	Australia	1730327	10/26/2015	1730327	7/27/2017
SHEER WISDOM	Registered	Australia	1730316	10/26/2015	1730316	4/22/2016
SMOKESTICKS	Registered	Australia	1713372	8/11/2015	1713372	8/11/2015
STROKE OF WOW	Registered	Australia	1891964	12/5/2017	1891964	3/13/2018
BUTTER & Design	Pending	Canada	1746048	9/15/2015		
BUTTER LONDON	Registered	Canada	1538416	8/4/2011	TMA992456	3/14/2018
BUTTER LONDON	Allowed	Canada	1728808	5/19/2015		
butter LONDON & Design	Registered	Canada	1707579	12/17/2014	TMA991902	3/6/2018
HORSE POWER	Registered	Canada	1636156	7/22/2013	TMA941608	6/22/2016
ICONOCLAST	Registered	Canada	1786398	6/9/2016	TMA992195	3/9/2018
MELT AWAY	Registered	Canada	1766143	2/2/2016	TMA985966	11/30/2017
PLUSH RUSH	Allowed	Canada	1747915	9/28/2015		
SCRUBBERS	Registered	Canada	1641288	8/28/2013	TMA943325	7/14/2016
SHEER WISDOM	Allowed	Canada	1753847	11/6/2015		
STROKE OF WOW	Pending	Canada	1872957	12/13/2017		
HORSE POWER	Registered	China	1170811	7/18/2013	1170811	7/18/2013
SCRUBBERS	Registered	China	1182459	10/21/2013	1182459	10/21/2013
BUTTER LONDON	Registered	Colombia	15113507	5/19/2015	571017	7/18/2017
butter LONDON & Design	Registered	European Union	013579925	12/16/2014	013579925	6/30/2015
MELT AWAY	Registered	European Union	014967178	12/29/2015	014967178	8/3/2016
SHADOWCLUTCH	Registered	European Union	013903794	4/1/2015	013903794	10/2/2015
SMOKESTICKS	Registered	European Union	014461041	8/11/2015	014461041	3/8/2016
BOTTLE TRADE DRESS WITH butter LONDON (Stylized)	Registered	European Union	1139623	10/18/2012	1139623	10/18/2012
BUTTER LONDON	Registered	European Union	014056881	5/13/2015	014056881	11/16/2015
BUTTER LONDON	Registered	European Union	1091209	8/3/2011	1091209	8/3/2011
BUTTER LONDON ICONOCLAST	Registered	European Union	013743695	2/16/2015	013743695	8/19/2015
DOUBLE DECKER	Registered	European	014840979	11/27/2015	014840979	7/29/2016

Mark	Status	Country	Appin. No	Filing Date	Reg. No.	Reg. Date
LASHES		Union				
ELECTRALASH	Registered	European Union	014461032	8/11/2015	014461032	3/8/2016
FIT LASH	Registered	European Union	014461024	8/11/2015	014461024	3/8/2016
HORSE POWER	Registered	European Union	1170811	7/18/2013	1170811	7/18/2013
ICONOCLAST	Registered	European Union	015424153	5/11/2016	015424153	11/14/2016
LIPPY BLOODY BRILLIANT	Registered	European Union	013743653	2/16/2015	013743653	8/19/2015
OH MY, HOW HIGH!	Registered	European Union	015572001	6/22/2016	015572001	12/21/2016
PATENT SHINE 10X	Registered	European Union	013743661	2/16/2015	013743661	8/19/2015
PLUSH RUSH	Registered	European Union	014332563	7/3/2015	014332563	1/11/2016
POLARIZED	Registered	European Union	015570872	6/22/2016	015570872	12/22/2016
PURECURE PEEL-OFF GEL LACQUER SCRUBBERS	Registered	European Union	016439572	3/7/2017	016439572	9/20/2017
SCRUBBERS	Registered	European Union	1182459	10/21/2013	1182459	10/21/2013
SHEER WISDOM	Registered	European Union	014507289	8/26/2015	014507289	4/22/2016
STROKE OF WOW	Registered	European Union	016929044	6/27/2017	016929044	12/28/2017
BUTTER LONDON	Registered	Hong Kong	301994996	8/4/2011	301994996	8/4/2011
BUTTER LONDON	Registered	Japan	1091209	8/3/2011	1091209	8/3/2011
BUTTER LONDON	Registered	Malaysia	2015057485	5/15/2015	2015057485	7/27/2016
butter LONDON & Design	Registered	Malaysia	2014069032	12/17/2014	2014069032	7/26/2016
BUTTER LONDON	Registered	New Zealand	846981	8/3/2011	846981	2/4/2011
Design (Bird)	Registered	New Zealand	966786	10/9/2012	966786	4/10/2013
BUTTER LONDON	Registered	Russian Federation	1091209	8/3/2011	1091209	8/3/2011
BUTTER LONDON	Registered	Singapore	40201508402W	5/20/2015	40201508402W	11/11/2015
butter LONDON & Design	Registered	Singapore	40201402258V	12/16/2014	40201402258V	7/7/2015
BUTTER LONDON	Registered	South Korea	1091209	8/3/2011	1091209	8/3/2011
BUTTER LONDON	Registered	Taiwan	100039274	8/3/2011	1518707	5/16/2012
BUTTER LONDON	Registered	Thailand	986623	5/20/2015	171111272	4/7/2017
BUTTER LONDON	Registered	Thailand	986624	5/20/2015	171108748	3/16/2017
BOTTLE TRADE DRESS	Registered	WIPO	1139624	10/18/2012	1139624	10/18/2012
BOTTLE TRADE DRESS WITH butter LONDON (Stylized)	Registered	WIPO	1139623	10/18/2012	1139623	10/18/2012
BUTTER LONDON	Registered	WIPO	1091209	8/3/2011	1091209	8/3/2011
HORSE POWER	Registered	WIPO	1170811	7/18/2013	1170811	7/18/2013
SCRUBBERS	Registered	WIPO	1182459	10/21/2013	1182459	10/21/2013