

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485846

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sia Beauty Inc.		08/10/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Anastasia Beverly Hills, LLC		
Street Address:	10635 Santa Monica Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87675381	EROU	
Serial Number:	87675373	EROU	
CORRESPONDENCE DATA			
Fax Number:	6172359493		
<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:	6179517790		
Email:	ronald.duvernay@ropesgray.com		
Correspondent Name:	Ronald M. Duvernay		
Address Line 1:	Prudential Tower, 800 Boylston Street		
Address Line 2:	Ropes & Gray LLP		
Address Line 4:	Boston, MASSACHUSETTS 02199-3600		
ATTORNEY DOCKET NUMBER:	105444-8686		
NAME OF SUBMITTER:	Ronald M. Duvernay		
SIGNATURE:	/r duvernay/		
DATE SIGNED:	08/13/2018		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is made and entered into as of August 10, 2018, by and between Sia Beauty Inc., a California corporation having its mailing address is 438 N. Bedford Drive, Beverly Hills, California 90210, hereinafter the "Assignor", and Anastasia Beverly Hills, LLC, a Delaware limited liability company having its principal place of business located at 10635 Santa Monica Blvd., Los Angeles, California 90025, hereinafter "Assignee" (Assignor and Assignee, collectively referred to as the "Parties").

WHEREAS, Anastasia Soare is the President and sole owner of Sia Beauty Inc.;

WHEREAS, Anastasia Soare and Assignee are parties to that certain Unit Purchase Agreement ("Agreement"), dated as of June 19, 2018, pursuant to which Anastasia Soare has agreed to convey, transfer, and assign all right, title and interest in, to and under the trademark applications owned by Sia Beauty Inc., as listed in Schedule A attached hereto (the "Marks");

WHEREAS, with respect to the U.S. intent-to-use trademark applications set forth on Schedule A hereto, the transfer of such applications accompanies the transfer of Assignor's business, or that portion of the business to which the trademark pertains, and that business is ongoing and existing; and

WHEREAS, the Parties wish to record such acquisition in the U.S. Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

Assignor hereby irrevocably contributes, transfers, assigns, and conveys to Assignee, and its successors and assigns, and Assignee does hereby acquire, assume and accept from Assignor, all of Assignor's right, title and interest in and to: (a) the Marks; (b) any and all registrations of the Marks and all issuances, extensions and renewals thereof; (c) all common law rights in, to, and under the Marks; (d) all other rights in, to, and under the Marks, together with the goodwill of the business connected with the use of, and symbolized by, the Marks; (e) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; and (f) any and all rights to royalties, profits, compensations, license fees, or other payments or remuneration of any kind relating to the Marks and /or the goodwill under the Marks; (g) all administrative rights relating thereto, including, but not limited to, the right to prosecute registration applications and oppose or seek to cancel third party registrations; and (h) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

Assignor hereby authorizes and requests the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment, as to the assigned Marks herein referred to.

Assignor further agrees to execute all documents, instruments, and papers to perform all acts as Assignee may reasonably request to perfect in Assignee the foregoing rights, title and interests.

This Trademark Assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

This Trademark Assignment is subject to all the terms and conditions of the Agreement. The Parties intend that this Trademark Assignment is for recordation purposes only and its terms shall not modify the applicable terms and conditions of the Agreement.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be signed by its duly authorized officer as of the date first written above.

SIA BEAUTY, INC.

DocuSigned by:

By: 

Name: Anastasia Soare


Title: Chief Executive Officer, Chief
Financial Officer and Secretary

(Signature Page to Sia Beauty Inc. Trademark Assignment)

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AGREED AND ACCEPTED:

ANASTASIA BEVERLY HILLS, LLC

DocuSigned by:
By: 
Name: Anastasia Soare
Title: Chief Executive Officer

(Signature Page to Sia Beauty Inc. Trademark Assignment)

TRADEMARK
REEL: 006425 FRAME: 0734

SCHEDULE A

Trademarks

Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
U.S.A.	EROU	87675381	November 7, 2017	-	-
U.S.A	EROU	87675373	November 7, 2017	-	-