

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM485844

<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>
Claudia Soare		08/10/2018	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Anastasia Beverly Hills, LLC		
<b>Street Address:</b>	10635 Santa Monica Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86955252	NORVINA	
<b>Serial Number:</b>	86785199	NORVINA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	6179517790		
<b>Email:</b>	ronald.duvernay@ropesgray.com		
<b>Correspondent Name:</b>	Ronald M. Duvernay		
<b>Address Line 1:</b>	Prudential Tower, 800 Boylston Street		
<b>Address Line 2:</b>	Ropes & Gray LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02199-3600		
<b>ATTORNEY DOCKET NUMBER:</b>	105444-8686		
<b>NAME OF SUBMITTER:</b>	Ronald M. Duvernay		
<b>SIGNATURE:</b>	/r duvernay/		
<b>DATE SIGNED:</b>	08/13/2018		
<b>Total Attachments: 5</b>			
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## Appendix A

### TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is made and entered into as of August 10, 2018, by and between Claudia Soare, an individual whose mailing address is 438 N. Bedford Drive, Beverly Hills, CA 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, Assignor holds legal title to certain trademark applications listed in Schedule A attached hereto (the "Marks");

WHEREAS, Assignor and Assignee are parties to that certain IP Assignment and Name Rights Agreement (the "Agreement"), dated as of August 10, 2018, pursuant to which Assignor has conveyed, transferred, and assigned all title to, and under 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, pursuant to the Agreement, Assignee holds all right, title, and interest in and to the Marks, and the Parties wish to record such title 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 title 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.

**Claudia Soare**

By:   
Claudia Soare

AGREED TO AND ACCEPTED:

**ANASTASIA BEVERLY HILLS, LLC**

\_\_\_\_\_  
Name: Anastasia Soare  
Title: Chief Executive Officer

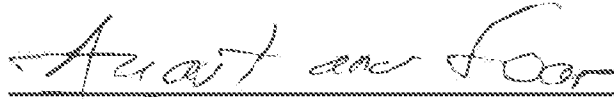
**IN WITNESS WHEREOF**, each of the undersigned has caused this Trademark Assignment to be signed by its duly authorized officer as of the date first written above.

**Claudia Soare**

By: \_\_\_\_\_  
Claudia Soare

AGREED TO AND ACCEPTED:

**ANASTASIA BEVERLY HILLS, LLC**



Name: Anastasia Soare

Title: Chief Executive Officer

SCHEDULE A

Trademarks

Country	Trademark	Application Number	Application Date	Registration Number	Registration Date
U.S.A.	NORVINA	86955252	March 28, 2016	-	-
U.S.A	NORVINA	86785199	October 12, 2015	-	-