

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM498479

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/02/2018

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nail Alliance - Artistic, Inc.		09/11/2018	Corporation: MISSOURI

RECEIVING PARTY DATA

Name:	Nail Alliance, LLC
Street Address:	6840 N. Oak Trafficway
City:	Gladstone
State/Country:	MISSOURI
Postal Code:	64118
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	86740283	ARTISTIC
Serial Number:	86740267	ARTISTIC
Serial Number:	86740243	ARTISTIC
Serial Number:	85136524	ARTISTIC COLOUR GLOSS
Serial Number:	85136529	ARTISTIC COLOUR GLOSS
Serial Number:	78600298	ARTISTIC NAIL DESIGN
Serial Number:	78599976	ARTISTIC NAIL DESIGN

CORRESPONDENCE DATA

Fax Number: 3105561802

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: 310-556-1801

Email: uspt@polsinelli.com

Correspondent Name: Todd M. Malynn

Address Line 1: 2049 Century Park East, Suite 2900

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	084728-512938
NAME OF SUBMITTER:	Todd M. Malynn

CH \$190.00 86740283

SIGNATURE:	/Todd M. Malynn/
DATE SIGNED:	11/15/2018
Total Attachments: 6 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif source=Assignment#page4.tif source=Assignment#page5.tif source=Assignment#page6.tif	

TRADEMARK ASSIGNMENT

(NUNC PRO TUNC)

This Trademark Assignment (this "Assignment") is made and entered into by and between Nail Alliance – Artistic, Inc., a Missouri corporation ("Assignor"), and Nail Alliance, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the trademarks listed in Schedule A (the "Trademarks"), and the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee, to be effective *nunc pro tunc* as of the 2nd day of July, 2018, all right, title and interest in and to the Trademarks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

1. Assignor does hereby sell, assign, transfer and set over to Assignee, to be effective *nunc pro tunc* as of the 2nd day of July, 2018, the Assignor's entire right, title and interest in and to the Trademarks together with the Assignor's goodwill in connection with which the Trademarks is used, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, together with all income, royalties or payments in respect of the Trademarks due or payable as of the date hereof or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. The assignment of the Trademarks accompanies the transfer of Assignor's business, or portion of the business to which the Trademarks pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. §1060, and that said business is ongoing and existing.

2. Assignor shall provide Assignee, its successors, assigns or other legal representatives, with reasonable cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all documentation as may be reasonable required) in the recordation of this Assignment.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto executes this Assignment *nunc pro tunc* as of the eleventh day of September, 2018.

Nail Alliance - Artistic, Inc.

Nail Alliance, LLC

By: _____
Name: _____

By: _____
Name: _____

STATE OF Missouri)

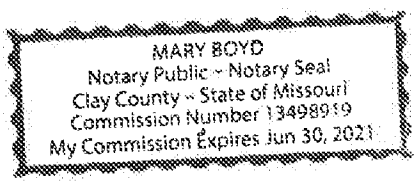
ss.:

COUNTY OF Clay)

On this 11th day of September 2018, before me, the undersigned, a notary public in and for said state and county, personally appeared Eric Duon Tingle personally known to me (or proved to me on the basis of satisfactory evidence), to be the individual who executed the foregoing instrument on behalf of Nail Alliance - Artistic, Inc., as the VP/CFO of such company and acknowledged to me that the execution and delivery of said instrument was duly authorized by said company.

Mary Boyd
Notary Public

(Affix Seal Below)



**SCHEDULE A
(The Trademarks)**

Mark	Country	Application #	File Date	Registration #	Registration Date	Status
ARTISTIC & Design	UNITED STATES	86/740,283	08/28/2015	4,940,951	04/19/2016	REGISTERED
ARTISTIC & Design	UNITED STATES	86/740,267	08/28/2015	4,940,950	04/19/2016	REGISTERED
ARTISTIC & Design	UNITED STATES	86/740,243	08/28/2015	5,093,714	12/06/2016	REGISTERED
ARTISTIC & Design	MADRID	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	ITALY (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	IRAN (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	MEXICO (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	EGYPT (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	ALGERIA (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	CUBA (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	COLOMBIA (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	BELARUS (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED

ARTISTIC & Design	BAHRAIN (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	MOROCCO (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	PHILIPPINES (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	OMAN (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	SOUTH KOREA (Madrid)	1293514	02/25/2016			PENDING
ARTISTIC & Design	UKRAINE (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	TUNISIA (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	SYRIA (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	SUDAN (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC & Design	RUSSIA (Madrid)	1293514	02/25/2016	1293514	02/25/2016	REGISTERED
ARTISTIC COLOR GLOSS	PHILIPPINES	4-2015- 00506967	12/09/2015	4-2015- 00506967	03/03/2016	REGISTERED
ARTISTIC COLOUR GLOSS	UNITED STATES	85/136,524	09/23/2010	4,222,432	10/09/2012	REGISTERED

ARTISTIC COLOUR GLOSS & Design	AUSTRALIA (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	SOUTH KOREA (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	RUSSIA (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	JAPAN (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	EUROPEAN UNION (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	CHINA (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	BELARUS (Madrid)	1060442	10/15/2010	1060442	10/15/2010	REGISTERED
ARTISTIC COLOUR GLOSS & Design	VIETNAM (Madrid)	1060442	08/31/2017			PENDING
ARTISTIC COLOUR GLOSS & Design	MADRID	1060442	10/15/2010	1060442	10/15/2010	REGISTERED

ARTISTIC COLOUR GLOSS & Design	UNITED STATES	85/136,529	09/23/2010	4,222,433	10/09/2012	REGISTERED
ARTISTIC NAIL DESIGN	CUBA	2015-2128	11/30/2015			PENDING
ARTISTIC NAIL DESIGN & Design	UNITED STATES	78/600,298	04/01/2005	3,225,745	04/03/2007	REGISTERED
ARTISTIC NAIL DESIGN & Design	UNITED STATES	78/599,976	04/01/2005	3,225,743	04/03/2007	REGISTERED
ARTISTIC NAIL DESIGN & Design	CUBA	2015-2129	11/30/2015			PENDING
ARTISTIC NAIL DESIGN & Design	AUSTRALIA	1266055	10/03/2008	1266055	10/03/2008	REGISTERED
L.E.D. SMART GEL	UNITED KINGDOM	UK00002620117	05/04/2012	UK00002620117	11/02/2012	REGISTERED
L.E.D. SMART GEL & Design	UNITED KINGDOM	UK00002620118	05/04/2012	UK00002620118	11/02/2012	REGISTERED