

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM514739

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Posana Partners, LLC		03/12/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	High Beauty, Inc.		
Street Address:	406 Talbot Avenue		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95405		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	87264436	HIGH	
Serial Number:	88188638	HIGH ON LIFE	
Serial Number:	88188655	HIGH EXPECTATIONS	
Serial Number:	88188654	HIGH SPIRITS	
Serial Number:	88188658	HIGH PRIORITY	
Serial Number:	88188666	HIGH DIVE	
Serial Number:	88188662	HIGH MAINTENANCE	
Serial Number:	88112295	HIGH FIVE	
CORRESPONDENCE DATA			
Fax Number:	8587775545		
<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:	858777545		
Email:	jamie@justtrademarks.com		
Correspondent Name:	Jamie Shelden		
Address Line 1:	1760-F Airline Highway, PMB 220		
Address Line 4:	Hollister, CALIFORNIA 95023		
NAME OF SUBMITTER:	Jamie Shelden		
SIGNATURE:	/Jamie Shelden/		

OP \$215.00 87264436

DATE SIGNED:	03/18/2019
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Total Attachments: 1 source=Trademark Assignment#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS Posana Partners, LLC, a California limited liability company whose address is 406 Talbot Avenue, Santa Rosa, CA 95045 ("Assignor"), has filed the following US trademark applications (hereinafter call the "Trademarks"):

HIGH – Filed: December 11, 2016 – Serial no. 87264436
HIGH ON LIFE – Filed: November 9, 2018 – Serial no. 88188638
HIGH EXPECTATIONS – Filed: November 9, 2018 – Serial no. 88188655
HIGH SPIRITS – Filed: November 9, 2018 – Serial no. 88188654
HIGH PRIORITY – Filed: November 9, 2018 – Serial no. 88188658
HIGH DIVE – Filed: November 9, 2018 – Serial no. 88188666
HIGH MAINTENANCE – Filed: November 9, 2018 – Serial no. 88188662
HIGH FIVE – Filed: September 11, 2018 – Serial no. 88112295

WHEREAS High Beauty, LLC ~~a Delaware limited liability company~~ ^{inc C-corp.} whose address 406 Talbot Avenue, Santa Rosa, CA 95045 is desirous of acquiring said Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Posana Partners, LLC does hereby assign unto High Beauty, LLC all right, title and interest in and to the said Trademarks, together with the goodwill of the business symbolized by the marks, and the applications and resulting registrations thereof identified above.

Melissa Jochim

Signed: M Jochim

Title: Managing Partner

Date: 3/12/19