

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM515875

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guthy-Renker LLC		03/21/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	The Body Firm, LLC		
Street Address:	100 N. Pacific Coast Highway, 16th Floor		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5110102	CREPE ERASE	
CORRESPONDENCE DATA			
Fax Number:	3103944477		
<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:	3109799190		
Email:	tmk@cislo.com		
Correspondent Name:	Daniel M. Cislo, Esq.		
Address Line 1:	12100 Wilshire Blvd., Suite 1700		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	18-36982		
NAME OF SUBMITTER:	Daniel M. Cislo, Esq.		
SIGNATURE:	/Daniel M. Cislo/		
DATE SIGNED:	03/25/2019		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, the undersigned for Guthy-Renker LLC, a limited liability company of Delaware, having their principal place of business located at 100 N. Sepulveda Blvd, 19th Floor, El Segundo, California 90245, (hereinafter ASSIGNOR), has developed a business pertaining to the following applications and registrations (hereinafter MARKS):

Mark	Ser. No./Filing Date	Reg. No./Reg. Date
CREPE ERASE (Class 3) (US)	86/033,845 8/09/2013	5,110,102 12/27/2016
CREPE ERASE (Canada)	1707701 12/17/2014	TMA987,713 1/03/2018
CREPE ERASE (Class 3) (China)	15879759 12/08/2014	15879759 2/07/2016
CREPE ERASE (Class 5) (China)	15879758 12/08/2014	15879758 2/07/2016
CREPE ERASE (Class 3) (Mexico)	1564004 1/07/2015	1536118 5/08/2015
CREPE ERASE (Class 5) (Mexico)	1564005 1/07/2015	1540618 5/25/2015
CREPE ERASE (EU)	13537642 12/08/2014	13537642 4/08/2015
CREPE ERASE (India)	2862214 12/15/2014	2862214 10/23/2017
CREPE ERASE (Japan)	2014106388 12/16/2014	5792083 9/11/2015
CREPE ERASE (Katakana) (Japan)	201562404 7/01/2015	5815856 12/25/2015
CREPE ERASE (South Korea)	40-2018-0025643 2/27/2018	N/A N/A
CREPERASE (Canada)	1867545 11/14/2017	N/A N/A
CREPERASE (Class 3) (China)	27907479 12/06/2017	N/A N/A
CREPERASE (Class 5) (China)	27907478 12/06/2017	N/A N/A
CREPERASE (EU)	017552324 11/30/2017	017552324 5/09/2018
CREPERASE (India)	3695407-IN 12/05/2017	1855885 5/11/2018
CREPERASE (Japan)	2017-151668 11/17/2017	6043225 5/11/2018

CREPERASE (Class 3) (Mexico)	1973469 11/15/2017	1854299 3/05/2018
CREPERASE (Class 5) (Mexico)	1973471 11/15/2017	1854300 3/05/2018
CREPERASE (UK)	3270483 11/14/2017	3270483 2/16/2018
CREPE ERASE (Columbia)	14286311 12/30/2014	528059 04/12/2015
CREPE ERASE (Norway)	201415216 12/19/2014	280981 03/18/2015
CREPE ERASE (Russian Federation)	2014741372 12/09/2014	570048 04/01/2016
CREPE ERASE (Turkey)	2014/1101135 12/08/2014	2014101135 N/A
CREPE ERASE (Hong Kong)	303227049 12/08/2014	303227049 12/08/2014
CREPE ERASE (Philippines)	42014015377 12/16/2014	15377 10/08/2015
CREPE ERASE (Singapore)	40201401601U 12/09/2014	N/A
CREPE ERASE (Taiwan)	104002642 01/16/2015	01729889 09/16/2015
CREPE ERASE (Australia)	16630324 12/08/2014	1663024 12/08/2014
CREPE ERASE (New Zealand)	1010475 12/08/2014	1010475 09/01/2015

WHEREAS, The Body Firm, LLC, a limited liability company of Delaware, having its principal place of business located at 100 N. Pacific Coast Highway, 16th Floor, El Segundo, California 90245 (hereinafter ASSIGNEE), and the successor to the ongoing and existing business of ASSIGNOR, or portion thereof, to which the MARKS pertain, is desirous of acquiring the MARKS, the goodwill symbolized thereby, and the aforementioned trademark applications and registrations therefor; and

WHEREAS, ASSIGNOR is assigning the MARKS in the aforementioned trademark applications and registrations to which the MARKS pertain, along with the good will thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARKS, the assets of the MARKS, the goodwill associated therein and the trademark applications and registrations of the MARKS.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 21 day of MARCH, 2019.

Guthy-Renker LLC



Signature

STEPHANIE DLACKMAN

Name

COO + GENERAL COUNSEL

Officer Title