

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM525650

<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>
HATCHBEAUTY Agency, LLC		03/28/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Center Brands LLC		
<b>Street Address:</b>	410 S. Rampart Blvd.		
<b>Internal Address:</b>	Suite 390		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89145		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87163940	SWOON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9132731882		
<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>	913-234-7526		
<b>Email:</b>	lswain@polsinelli.com		
<b>Correspondent Name:</b>	Lawrence A. Swain		
<b>Address Line 1:</b>	6201 College Blvd.		
<b>Address Line 2:</b>	Suite 500		
<b>Address Line 4:</b>	Overland Park, KANSAS 66211		
<b>ATTORNEY DOCKET NUMBER:</b>	103017-625713		
<b>NAME OF SUBMITTER:</b>	Geneva Reimer		
<b>SIGNATURE:</b>	/Geneva Reimer/		
<b>DATE SIGNED:</b>	05/30/2019		
<b>Total Attachments: 2</b>			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of March 28, 2019 ("Effective Date") by and between HATCHBEAUTY Agency, LLC, a Delaware limited liability company ("Assignor") and The Center Brands LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is a Delaware limited liability company; however, Assignor was incorrectly identified as a California limited liability company in the pending trademark application which is the subject of this Assignment, and Assignor is in the process of filing the necessary documentation with the United States Commissioner of Patents and Trademarks to correct this error.

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademark applications and registrations set forth on Schedule A (the "Marks");

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest in and to the Marks, together with the goodwill associated with the Marks and that portion of the business related thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, free and clear of any and all liens and encumbrances, the entire right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith. In support of the assignment of the intent-to-use applications on Schedule A, Assignor and Assignee hereby acknowledge that Assignee is the successor to that portion of the business of Assignor to which the assigned Marks pertain, which business is ongoing and existing.

Assignor hereby requests the United States Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR:

HATCHBEAUTY Agency LLC

By: 

Name: Tracy Holland

Title: Manager

ASSIGNEE:

The Center Brands LLC

By: 

Name: Ben Bengell

Title: Manager

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**SCHEDULE A TO  
TRADEMARK ASSIGNMENT**

<b>Mark</b>	<b>Serial Number</b>	<b>Filing Date</b>
SWOON	87/163,940	September 7, 2016