

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM531250

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ideal Image Development Corporation		05/07/2019	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	I.I. IP, LLC		
Street Address:	120 N. Dale Mabry Hwy		
Internal Address:	Suite 1200		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33609		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 40			
Property Type	Number	Word Mark	
Registration Number:	3843575	(800) BE-IDEAL	
Registration Number:	5575770		
Registration Number:	5575761		
Registration Number:	5575763		
Registration Number:	5575765		
Registration Number:	5575766		
Registration Number:	5575767		
Registration Number:	5464335		
Registration Number:	5575768		
Registration Number:	5575769		
Registration Number:	4679569	AESTHETIC IDEAL	
Registration Number:	5245471	ARE YOU READY TO FEEL YOUR BEST?	
Registration Number:	4780393	ARE YOU READY TO TAKE IT OFF?	
Registration Number:	4784494	ARE YOU READY TO TURN BACK TIME?	
Registration Number:	3194143	CHANGE YOUR LIFE FOREVER	
Registration Number:	4605149	EVERYONE DESERVES TO FEEL THEIR BEST	
Registration Number:	4494966	IDEAL BIKINI	
Registration Number:	4494977	IDEAL CLUB	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4618592	IDEAL FACIAL REJUVENATION
Registration Number:	3193543	IDEAL FINANCING
Registration Number:	2829610	IDEAL IMAGE
Registration Number:	3985005	IDEAL IMAGE
Registration Number:	4504309	IDEAL IMAGE
Registration Number:	4594236	IDEAL IMAGE
Registration Number:	5464336	IDEAL IMAGE
Registration Number:	5464338	IDEAL IMAGE
Registration Number:	2966922	IDEAL IMAGE
Registration Number:	4587299	IDEAL LASER
Registration Number:	4625875	IDEAL LIPS
Registration Number:	3003743	IDEAL OFFICE
Registration Number:	4837329	IDEAL PROTECTION
Registration Number:	4606896	IDEAL SKIN
Registration Number:	5027675	IMAGE MD
Registration Number:	4629544	KNOWLEDGE IS A BEAUTIFUL THING
Registration Number:	5464337	MAKE THE IDEAL REAL
Registration Number:	3194166	MAKE YOUR RAZOR PERMANENTLY DISPOSABLE
Registration Number:	4629775	ONLY TRUST YOUR SKIN TO IDEAL IMAGE
Registration Number:	4485324	REVEAL A YOUNGER LOOKING YOU
Registration Number:	4784495	TATTOO REGRET? NOT ANYMORE.
Registration Number:	5575771	WHEN YOU LOOK GOOD, YOU FEEL GOOD.

CORRESPONDENCE DATA

Fax Number: 6152591470

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: 6152591450

Email: trademarks@arlaw.com

Correspondent Name: Edward Playfair

Address Line 1: Adams and Reese LLP, 424 Church Street

Address Line 2: Suite 2700

Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	025225-10
NAME OF SUBMITTER:	Edward Playfair
SIGNATURE:	/Edward Playfair/
DATE SIGNED:	07/10/2019

Total Attachments: 4
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INTELLECTUAL PROPERTY ASSIGNMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT** is entered into as of May 1, 2019, by and between Ideal Image Development Corporation, a Florida corporation (“Assignor”), and I.I. IP, LLC, a Delaware limited liability company (the “Assignee”);

WHEREAS, Assignor owns the trademarks listed on the attached Schedule A (the “Marks”);

WHEREAS, Assignee is desirous of acquiring the Marks and the registrations and applications therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks.

NOW, THEREFORE, in consideration of one hundred dollars (\$100.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

- 1) Assignor hereby assigns to Assignee all right, title and interest in and to the Marks throughout the world, and the registrations and applications therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks, along with any right to sue and recover for damages and profits.
- 2) Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor’s rights, title, and interest in and to the Marks and the registrations and applications therefor in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee.










For and on behalf of
Ideal Image Development Corporation


For and on behalf of I.I. IP, LLC

Signed: *Melinda Levin*
Name: Melinda Levin
Title: corporate counsel

Signed: *Melinda Levin*
Name: Melinda Levin
Title: corporate counsel

Schedule A

TRADEMARK	COUNTRY AND NUMBER OF ASSOCIATED REGISTRATION(S) OR APPLICATION(S)
(800) BE-IDEAL	United States, reg. no. 3843575
	United States, reg. no. 5575770
	United States, reg. no. 5575761
	United States, reg. no. 5575763
	United States, reg. no. 5575765
	United States, reg. no. 5575766
	United States, reg. no. 5575767
	Canada, app. no. 890899 International Registration, reg. no. 1432093, with designations of the European Union and the United Kingdom United States, reg. no. 5464335
	United States, reg. no. 5575768
	United States, reg. no. 5575769
AESTHETIC IDEAL	United States, reg. no. 4679569
ARE YOU READY TO FEEL YOUR BEST?	United States, reg. no. 5245471
ARE YOU READY TO TAKE IT OFF?	United States, reg. no. 4780393

ARE YOU READY TO TURN BACK TIME?	United States, reg. no. 4784494
CHANGE YOUR LIFE FOREVER	United States, reg. no. 3194143
EVERYONE DESERVES TO FEEL THEIR BEST	United States, reg. no. 4605149
IDEAL BIKINI	United States, reg. no. 4494966
IDEAL CLUB	United States, reg. no. 4494977
IDEAL FACIAL REJUVENATION	United States, reg. no. 4618592
IDEAL FINANCING	United States, reg. no. 3193543
IDEAL IMAGE	Canada, app. nos. 1890852 & 1890896 and reg. nos. TMA640847 & TMA987514 European Union, reg. no. 012794301 International Registration, reg. no. 839170, with designation of Australia United States, reg. nos. 2829610, 3985005, 4504309, 4594236, 5464336 & 5464338
	Canada reg. no. TMA868132 European Union, reg. no. 003940202 United States, reg. no. 2966922
IDEAL LASER	United States, reg. no. 4587299
IDEAL LIPS	United States, reg. no. 4625875
IDEAL OFFICE	United States, reg. no. 3003743
IDEAL PROTECTION	United States, reg. no. 4837329
IDEAL SKIN	United States, reg. no. 4606896
IMAGE MD	United States, reg. no. 5027675
KNOWLEDGE IS A BEAUTIFUL THING	United States, reg. no. 4629544
MAKE THE IDEAL REAL	Canada app. no. 1890865

	United States, reg. no. 5464337
MAKE YOUR RAZOR PERMANENTLY DISPOSABLE	United States, reg. no. 3194166
ONLY TRUST YOUR SKIN TO IDEAL IMAGE	United States, reg. no. 4629775
REVEAL A YOUNGER LOOKING YOU	United States, reg. no. 4485324
TATTOO REGRET? NOT ANYMORE.	United States, reg. no. 4784495
THE ULTIMATE MEDSPA	Canada app. no. 1827249
WHEN YOU LOOK GOOD, YOU FEEL GOOD.	United States, reg. no. 5575771