

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM540064

<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>
Twila True Creations, LLC		07/18/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Twila True Collaborations, LLC		
<b>Street Address:</b>	2260 University Drive		
<b>City:</b>	Newport Beach		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92660		
<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>	87415803	TRUE NATIVE BEAUTY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122642547		
<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>	3128347701		
<b>Email:</b>	robert@addyhart.com		
<b>Correspondent Name:</b>	Robert P Hart		
<b>Address Line 1:</b>	401 North Michigan Avenue		
<b>Address Line 2:</b>	Suite 1200-1		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60611		
<b>NAME OF SUBMITTER:</b>	Robert Hart		
<b>SIGNATURE:</b>	/Robert Hart/		
<b>DATE SIGNED:</b>	09/09/2019		
<b>Total Attachments: 1</b>			
source=2019-07-18 (87-415,803) Assignment - True Native Beauty#page1.tif			

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## TRADEMARK ASSIGNMENT

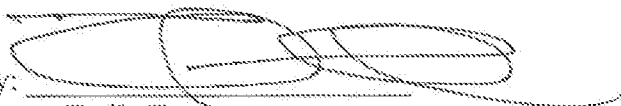
This Trademark Assignment ("Assignment") is made as of July 18, 2019 ("Effective Date") by Twila True Creations, LLC, a Delaware limited liability company with an address at 2260 University Drive, Newport Beach, CA 92660 ("Assignor"), in favor of Twila True Collaborations, LLC, a Delaware limited liability company with an address at 2260 University Drive, Newport Beach, CA 92660 ("Assignee").

NOW THEREFORE, the parties agree as follows:

1. Assignment. for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to Assignee all right, title and interest in and to the mark TRUE NATIVE BEAUTY U.S. Serial No. 87/415,803 and the entire business of the Assignee to which the mark pertains, together with any good will of the business symbolized by the mark, and the above-identified application.
2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Assignment upon request by Assignee.
3. Assignment. This Assignment shall be binding upon and inure to the benefit of the parties to this Assignment and their successors and assigns.

Assignor has signed this Assignment as of the Effective Date.

Assignor  
Twila True Creations, LLC

By:   
Name: Twila True  
Title: CEO