

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540066

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Twila True Creations, LLC		07/18/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Twila True Collaborations, LLC		
Street Address:	2260 University Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87415840	TRUE NATIVE BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	3128347701		
Email:	robert@addyhart.com		
Correspondent Name:	Robert P Hart		
Address Line 1:	401 North Michigan Avenue		
Address Line 2:	Suite 1200-1		
Address Line 4:	Chicago, ILLINOIS 60611		
NAME OF SUBMITTER:	Robert Hart		
SIGNATURE:	/Robert Hart/		
DATE SIGNED:	09/09/2019		
Total Attachments: 1			
source=2019-07-18 (87-415,840) Assignment - True Native Beauty#page1.tif			

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TRADEMARK ASSIGNMENT

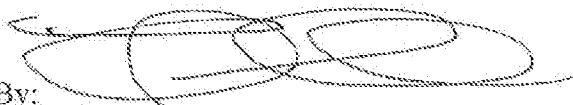
This Trademark Assignment ("Assignment") is made as of July 18, 2019 ("Effective Date") by Twila True Creations, LLC, a Delaware limited liability company with an address at 2260 University Drive, Newport Beach, CA 92660 ("Assignor"), in favor of Twila True Collaborations, LLC, a Delaware limited liability 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. 87/415,840 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