

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540147

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New World Cosmetics, LLC		08/27/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hollywood Cosmetics, LLC		
Street Address:	5042 wilshire blvd		
Internal Address:	no. 189		
City:	los angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3663255	HOLLYWOOD CURL	
Serial Number:	88590762	HOLLYWOOD COSMETICS	
Registration Number:	5585721	NWC	
Registration Number:	4927654	HOLLYWOOD	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2139263800		
Email:	jerylbowers@gmail.com		
Correspondent Name:	jeryl bowers		
Address Line 1:	5042 wilshire blvd		
Address Line 2:	no. 189		
Address Line 4:	los angeles, CALIFORNIA 90036		
NAME OF SUBMITTER:	Jeryl Bowers		
SIGNATURE:	/jerylbowers/		
DATE SIGNED:	09/10/2019		
Total Attachments: 1			

OP \$115.00 3663255



**Secretary of State
Amendment to Articles of
Organization of a
Limited Liability Company (LLC)**

LLC-2

IMPORTANT — Read *Instructions* before completing this form.

Filing Fee — \$30.00

Copy Fees — First page \$1.00; each attachment page \$0.50;
Certification Fee - \$5.00

Note: You must file a Statement of Information (Form LLC-12), to change the business address(es) of the LLC or to change the name or address of the LLC's manager(s) and/or agent for service of process, which can be filed online at lcbizfile.sos.ca.gov/SI.

FILED TA
Secretary of State
State of California
AUG 27 2019 *up*

IPC Above Space For Office Use Only

1. LLC Exact Name (Enter the exact name on file with the California Secretary of State.)

New World Cosmetics, LLC

2. LLC 12-Digit Entity (File) Number (Enter the exact 12-digit Entity (File) Number issued by the California Secretary of State.)

2	0	1	9	0	0	9	1	0	3	4	2
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3. New LLC Name (If Amending) (See *Instructions* – List the proposed LLC name exactly as it is to appear on the records of the California Secretary of State. The name must contain an LLC identifier such as LLC or L.L.C. "LLC" will be added, if not included.)

Hollywood Cosmetics, LLC

4. Management (If Amending) (Select only one box)

The LLC will be managed by:

- One Manager More than One Manager All LLC Member(s)

5. Purpose Statement (Do not alter Purpose Statement.)

The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

6. Additional Amendment(s) set forth on attached pages, if any, are incorporated herein by reference and made part of this Form LLC-2. (All attachments should be 8½ x 11, one-sided, legible and clearly marked as an attachment to this form LLC-2.)

Signature

By signing, I affirm under penalty of perjury that the information herein is true and correct and that I am authorized by California law to sign.

Jeryl Bowers

Sign here

Jeryl Bowers

Print your name here