

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM548092

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Dottie Holdings, LLC | | 10/31/2019 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Rodan & Fields, LLC | | |
| Street Address: | 60 Spear Street, Suite 600 | | |
| City: | San Francisco | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94105 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87873239 | SPOTLESS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2127758800 | | |
| <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: | 212-775-8700 | | |
| Email: | tadmin@kilpatricktownsend.com | | |
| Correspondent Name: | R. Gwen Peterson | | |
| Address Line 1: | 1100 Peachtree Street, Suite 2800 | | |
| Address Line 2: | Attn: Mailstop IP Docketing 22 | | |
| Address Line 4: | Atlanta, GEORGIA 30309 | | |
| ATTORNEY DOCKET NUMBER: | 1084583 | | |
| NAME OF SUBMITTER: | R. Gwen Peterson | | |
| SIGNATURE: | /R. Gwen Peterson/ | | |
| DATE SIGNED: | 11/05/2019 | | |
| Total Attachments: 2 | | | |
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| source=Trademark Assignment - SPOTLESS#page2.tif | | | |

OP \$40.00 87873239

TRADEMARK ASSIGNMENT

This Trademark Assignment is made from Dottie Holdings, LLC, a Delaware limited liability company having a business address at P.O. Box 193573, San Francisco, California 94119 ("Assignor") to Rodan & Fields, LLC, a Delaware limited liability company having a business address at 60 Spear Street, Suite 600, San Francisco, California 94105 ("Assignee"). Assignor and Assignee agree as follows:

WHEREAS, Assignor claims and warrants that it owns all rights, title and interest of every kind, nature or description in and to the trademarks listed in Schedule A to this Trademark Assignment (collectively, the "Marks"), including the trademark applications and registrations for the Marks, all of the business pertaining to the Marks, all of the goodwill pertaining to the Marks, all rights to use, register or renew registrations for the Marks, all rights to collect royalties for the licensing of the Marks, and all claims for infringement of the Marks (collectively, "All Rights in the Marks"); and


WHEREAS, Assignor and Assignee wish for Assignee to acquire All Rights in the Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Marks. The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Marks may be granted or renewed are to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment and sale had not been made; including all claims for royalties for licensing of the Marks and damages by reason of past infringement(s) of the Marks, with the right to sue for and collect the same for its own use and benefit, and for the use, benefit and on behalf of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment to be effective as of 31 Oct, 2019.

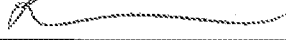
DOTTIE HOLDINGS, LLC
(ASSIGNOR)

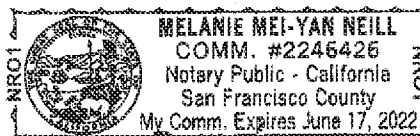
Dated: 31 Oct 2019

By: 
Name: Chris Newman
Title: Chief Executive Officer

RODAN & FIELDS, LLC
(ASSIGNEE)

Dated: 31 Oct 2019

By: 
Name: Tali Alban
Title: Assoc. General Counsel, Brand & eCommerce



31 Oct 2019



SCHEDULE A TO TRADEMARK ASSIGNMENT

| Mark | Country | Serial No. Filing Date | Reg. No. Reg. Date |
|-------------|--------------------------------|--|-------------------------------|
| SPOTLESS | Australia | 1950401 (IR1419700) Apr 12, 2018 | |
| SPOTLESS | Canada | 1893377 Apr 12, 2018 | |
| SPOTLESS | International Bureau (WIPO) | 1419700 Apr 12, 2018 | 1419700 Apr 12, 2018 |
| SPOTLESS | Japan | (IR1419700) Apr 12, 2018 | |
| SPOTLESS | United Kingdom | (IR1419700) Apr 12, 2018 | 1419700 Apr 12, 2018 |
| SPOTLESS | United States of America | 87873239 Apr 11, 2018 | |

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