

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM556958

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		01/02/2020	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	I.I. IP, LLC		
Street Address:	1 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: 1			
Property Type	Number	Word Mark	
Serial Number:	88976364	IDEAL IMAGE SKIN LAB	
CORRESPONDENCE DATA			
Fax Number:	6152591470		
<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:	6152591450		
Email:	trademarks@arlaw.com		
Correspondent Name:	Edward Playfair		
Address Line 1:	424 Church Street		
Address Line 2:	Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	025225-10		
NAME OF SUBMITTER:	Christopher Burkett		
SIGNATURE:	/Christopher Burkett/		
DATE SIGNED:	01/10/2020		
Total Attachments: 1			
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CH \$40.00 88976364

INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT is entered into as of Jan. 2, 2020, 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 trademark IDEAL IMAGE SKIN LAB and related U.S. application no. 88976364 in classes 35 and 44 (the "Mark");

WHEREAS, Assignee is desirous of acquiring the Mark and the application therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark.

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 Mark throughout the world, and the application therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, and all causes of action and claims based on past actions or infringement related to the Mark, 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 Mark and the application 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

Signed: _____

Name: Mike Strahman

Title: General Counsel

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

Signed: _____

Name: Selina Levin

Title: corporate counsel