

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM566230

<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>
HUDSON BLVD. GROUP LLC		08/09/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LP RETAIL GROUP LLC		
<b>Street Address:</b>	540 Madison Avenue		
<b>Internal Address:</b>	7th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	UNITED STATES		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5121382	HUDSON BLVD GROUP.	
<b>Registration Number:</b>	5536808	PEEL LAB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2039056747		
<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>	2035574224		
<b>Email:</b>	annam@fiplawgroup.com		
<b>Correspondent Name:</b>	Jessica S. Rutherford		
<b>Address Line 1:</b>	1221 Post Road East		
<b>Address Line 2:</b>	Suite 302		
<b>Address Line 4:</b>	Westport, CONNECTICUT 06880		
<b>NAME OF SUBMITTER:</b>	Jessica S. Rutherford		
<b>SIGNATURE:</b>	/jsr/		
<b>DATE SIGNED:</b>	03/10/2020		
<b>Total Attachments: 5</b>			
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OP \$65.00 5121382

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source=Hudson Blvd Group to LPRG#page5.tif

**ASSIGNMENT OF TRADEMARK OR SERVICE MARK**

August 9, 2019

WHEREAS, HUDSON BLVD. GROUP LLC, a Delaware limited liability company (“HBG”), SPRUCE AND BOND LLC a Delaware limited liability Company (“S&B”), DD OPCO LLC, f/k/a DREAM DRY, INC., a New York limited liability company (“DDI”), and BLVD OPCO LLC, a New York limited liability company (“BLVD”), and together with HBG S&B, and DDI, the “Seller”), are the owners of certain intellectual property and general intangibles relating to the brands “Dreamdry”, “Spruce & Bond” and “BLVD” including, without limitation, the trademarks, service marks, trade dress, trade names, brand names, slogans, logos, all Internet domain names and addresses, customer lists, software used for booking appointments, telephone numbers for all Dream Dry locations, telephone numbers for Scarsdale BLVD, telephone numbers for the S&B NY06 LLC location, data storage, web sites, copyrights, social media accounts, the Dream Dry app, and other similar source or origin indicators, whether registered or unregistered, and all registrations and applications for registration thereof, and all goodwill related thereto (collectively, the “IP”), within the United States, including, without limitation, the registered marks identified in Schedule A hereto (the “Marks”).

WHEREAS, Seller and LP Retail Group LLC, a Delaware limited liability company (“LPRG”), have entered into that certain Purchase Agreement dated August 9, 2019, pursuant to which Seller is selling the IP and Marks to LPRG;

WHEREAS, Seller desires to memorialize the assignment, use and ownership of the IP and Marks in favor of LPRG.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller does hereby assign unto LPRG all right, title and

interest in and to the IP and Marks, together with all rights, claims and privileges associated therewith including, without limitation, all good will associated with the IP and Marks, the right to prosecute and maintain registrations for the IP and Marks, the right to claim priority in connection with the IP and Marks, all causes of action Seller may have for past, present or future infringement of the IP and Marks and all rights Seller has to sue and collect damages and payments for claims of past, present or future infringement of the IP and Marks.

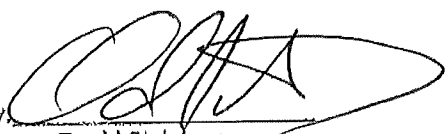
Seller agrees to execute all further documents deemed necessary or desirable by LPRG to effectuate, protect or enforce LPRG's rights obtained hereunder.

*[Remainder of Page Intentionally Left Blank]*

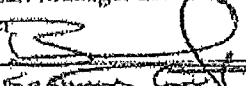
IN WITNESS WHEREOF, the undersigned has duly executed and delivered this Assignment on and as of the date first written above.

BUYER:

LP Retail Group LLC

By:   
Name: David Steinberg  
Title: ~~Managing Member~~  
*Authorized Signatory*

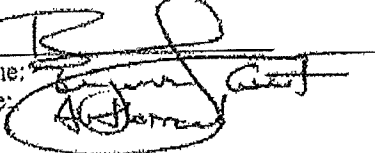
SELLER:

Hudson BLVD. Group LLC  
By: Spruce & Bond Hold Co. LLC, its  
Manager  
By: Kuzari Investor 22273 LLC, its  
Manager  
By: Kuzari Manager 22273 LLC, its  
Manager  
By:   
Name: ~~Spruce & Bond~~  
Title: ~~Authorized Signatory~~


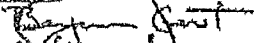

Spruce and Bond LLC  
By: Hudson BLVD. Group LLC, its  
Manager  
By: Spruce & Bond Holdco LLC, its  
Manager  
By: Kuzari Investor 22273 LLC, its  
Manager  
By: Kuzari Manager 22273 LLC, its  
Manager

By:   
Name: ~~Spruce & Bond~~  
Title: ~~Authorized Signatory~~

DD OpCo LLC  
By: Hudson BLVD. Group LLC, its  
Manager  
By: Spruce & Bond Holdco LLC, its  
Manager  
By: Kuzari Investor 22273 LLC, its  
Manager  
By: Kuzari Manager 22273 LLC, its  
Manager

By:   
Name: ~~Spruce & Bond~~  
Title: ~~Authorized Signatory~~

BLVD OpCo LLC  
By: Hudson BLVD. Group LLC, its  
Manager  
By: Spruce & Bond Holdco LLC, its  
Manager  
By: Kuzari Investor 22273 LLC, its  
Manager  
By: Kuzari Manager 22273 LLC, its  
Manager

By:   
Name:   
Title: 

Case Tracking System  
**U.S. Trademark Summary Report**  
*HUDSON BOULEVARD GROUP*

Date: August 15, 2019

Status  
 \$ 8 Due  
 \$ 15 Due  
 Renewal Due

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status \$ 8 Due \$ 15 Due Renewal Due
HB-01	HUDSON BLVD GROUP. plus Design [Moved to Supplemental: 12/23/2016]	035		2/4/2016 86/897,271	1/10/2017 5,121,382	ROA: SOU:	Registered 1/10/2023 1/10/2023 1/10/2027
HB-02	peel LAB	003 044	Skin and facial care products Salon services	5/12/2017 87/448,316	8/7/2018 5536808	ROA: SOU:	Registered 8/7/2024 8/7/2024 8/7/2028