

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566233

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SPRUCE & BOND LLC		08/09/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	LP RETAIL GROUP LLC		
Street Address:	540 Madison Avenue		
Internal Address:	7th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4828841	S B SPRUCE & BOND	
Registration Number:	4789235	S B SPRUCE & BOND	
Registration Number:	2561773	COMPLETELY BARE	
Registration Number:	4563667	BROWLAB	
Registration Number:	5026274	SB SPRUCE & BOND	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	2035574224		
Email:	annam@fiplawgroup.com		
Correspondent Name:	Jessica S. Rutherford		
Address Line 1:	1221 Post Road East		
Address Line 2:	Suite 302		
Address Line 4:	Westport, CONNECTICUT 06880		
NAME OF SUBMITTER:	Jessica S. Rutherford		
SIGNATURE:	/jsr/		
DATE SIGNED:	03/10/2020		

OP \$140.00 4828841

Total Attachments: 6

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ASSIGNMENT OF TRADEMARK OR SERVICE MARK

August 9, 2019

WHEREAS, HUDSON BLVD. GROUP LLC, a Delaware limited liability company ("HBG"), SPRUCE & 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.

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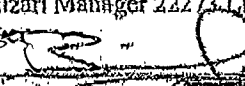
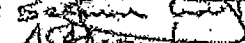
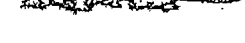
IN WITNESS WHEREOF, the undersigned has duly executed and delivered this Assignment on and as of the date first written above.

BUYER:



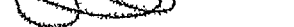
LP Retail Group LLC

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



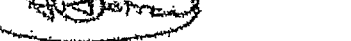
SELLER:

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: 
Title: 

Spruce & 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: 
Title: 

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: 
Title: 

BLVD OpCo LLC

By: Hudson BLVD. Group LLC, its
Manager

By: Spruce & Bond Holdco LLC, its
Manager

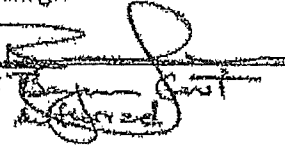
By: Kuzari Investor 22273 LLC, its
Manager

By: Kuzari Manager 22273 LLC, its
Manager

By:

Name:

Title:



Case Tracking System
 U.S. Trademark Summary Report
 SPRUCE AND BOND, LLC

Date: August 15, 2019

Status
 \$ 8 Due
 \$ 15 Due

Case Number	Mark	Class	Description	Filing Date	Reg. Date	ROA Due	Renewal Due
SB-01	SOUTHBROOK UNITED plus Design	041	Arranging and conducting youth sports programs in the field of soccer; and youth programs in the field of academics; educational services, namely, conducting college preparatory classes; mentoring in the field of leadership; and providing leadership development training	4/5/2016 86/944,777	5/23/2017 5,207,862	ROA: SOU:	Registered 5/23/2023 5/23/2023 5/23/2027
SB-01	SPRUCE & BOND plus Design	003	Hair removal products, namely, waxes, creams and gels; Make-up, namely, eyebrow pencils, eye liners, lipsticks, lip glosses, lip pencils, face powder, eye shadow, foundation, mascara, blushes, bronzer; Facial products, namely, eye make up removers, facial cleansers, moisturizers and eye cream; Nail products, namely, nail polish, nail art stickers, nail polish removers, false nails, cotton swabs for cosmetic purposes; Soap, deodorant, antiperspirant, pumice stone; Adhesives for affixing false hair, false nail and false eyelashes; false eyelashes	12/1/2014 86/467,998	10/6/2015 4,828,841	ROA: SOU:	Registered 10/6/2021 10/6/2021 10/6/2025
SB-02	SPRUCE & BOND plus Design	044	Hair removal services, namely, personal hair removal services, skin care services, namely, cosmetic skin care services, and spa services; namely, cosmetic body care services	12/1/2014 86/467,998	8/11/2015 4,789,235	ROA: SOU:	Registered 8/11/2021 8/11/2021 8/11/2025
SB-08	COMPLETELY BARE	042	Hair removal services, skin care services, body massage services and spa services	7/19/2001 76/287,148	4/16/2002 2,561,773	ROA: SOU:	Registered 4/16/2008 4/16/2008 4/16/2012
SB-12	browlab	044	Beauty salon services, namely, eyebrow shaping and eyebrow tinting services	11/21/2013 86/125,652	7/8/2014 4,563,667	ROA: SOU:	Registered 7/8/2020 7/8/2020 7/8/2024

Case Tracking System
U.S. Trademark Summary Report
SPRUCE AND BOND, LLC

Date: August 15, 2019

Case Number	Mark	Class	Description	Filing Date Serial #	Reg. Date Reg. #	ROA Due SOU Due	Status § 8 Due § 15 Due Renewal Due
SB-13	SPRUCE & BOND plus Design	035	Retail store services in the field of cosmetics, skin care and facial products, Hair removal products, namely, waxes, creams and gels and nail products	1/8/2016 86/869,811	8/23/2016 5,026,274	ROA: SOU:	Registered 8/23/2022 8/23/2022 8/23/2026
SB-14	BROWLAB [Published: 8/17/2017]	003	Cosmetics, namely, facial powders, eye pencils, eye liner gels, liquid eyeliner, mascara, eyebrow pencils, eyebrow colors, non-medicated facial serums, eye brow serums	3/13/2017 87/368,777		ROA: SOU: 9/26/2019	Pending