

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM546749

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Partial assignment with respect to "cosmetics; non-medicated lip care preparations; lip balm; lip scrub; lip cleaner; lip volume maximizers" in Class 3 effective May 17, 2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bliss World LLC		10/09/2019	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	BLISS PRODUCTS HOLDINGS LLC		
Street Address:	770 South Dixie Highway		
Internal Address:	Suite 200		
City:	Coral Gables		
State/Country:	FLORIDA		
Postal Code:	33146		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4289564	FABULIPS	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<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:	2128135900		
Email:	anicolescu@fzllz.com		
Correspondent Name:	ALLISON STRICKLAND RICKETTS		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	151 West 42nd Street, 17th Floor		
Address Line 4:	NEW YORK, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	BLSW 1102037		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	10/25/2019		
Total Attachments: 1			

CH \$40.00 4289564

ASSIGNMENT

WHEREAS, BLISS WORLD LLC, a Florida limited liability company, with an address of 145 S Fairfax Avenue, Suite 400, Los Angeles, California 90036 ("Assignor"), is the owner of the trademark FABULIPS (the "Trademark") registered in the U.S. Patent and Trademark Office under Registration No. 4,289,564; and

WHEREAS, BLISS PRODUCTS HOLDINGS LLC, a Florida limited liability company, with an address of 770 South Dixie Highway, Suite 200, Coral Gables, Florida 33146 ("Assignee"), acquired part of the Trademark and the corresponding part of the Registration, effective as of May 17, 2019.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of May 17, 2019, of all right, title and interest in and to the part of the Trademark and the Registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark covering "cosmetics; non-medicated lip care preparations; lip balm; lip scrub; lip cleaner; lip volume maximizers" in Class 03. Title to the remaining part of the Trademark, Registration and goodwill, covering "beauty spa services, namely, cosmetic face care services and facials" in Class 44, remains with the Assignor.

Dated: 10/2/19

BLISS WORLD LLC

By: [Signature]

Name: Anthony Gajewski

Title: CFO