

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM592444

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HER, Inc.		08/14/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SkinSAFE Products, Inc.		
Street Address:	3104 E. Camelback Road, Ste. 726		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85016		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4918947	SKINSAFE	
CORRESPONDENCE DATA			
Fax Number:	2127986915		
<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) 326-0831		
Email:	tmdocketing@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	7 Times Square		
Address Line 2:	Pryor Cashman LLP		
Address Line 4:	New York, NEW YORK 10036-6569		
NAME OF SUBMITTER:	Teresa Lee		
SIGNATURE:	/tlee/		
DATE SIGNED:	08/17/2020		
Total Attachments: 3			
source=SKINSAFE Assignment of Trademark 8-14-2020#page1.tif			
source=SKINSAFE Assignment of Trademark 8-14-2020#page2.tif			
source=SKINSAFE Assignment of Trademark 8-14-2020#page3.tif			

OP \$40.00 4918947

ASSIGNMENT OF TRADEMARK

This Assignment (hereinafter "Agreement") is made and entered into effective as of August 14, 2020 by and between IER, Inc., a corporation of Delaware, with an address of 8100 E. Indian School Road, #203, Scottsdale, Arizona 85251, (hereinafter "Assignor"), on the one hand, and SkinSAFE Products, Inc., a corporation of Delaware, with an address of 3104 E. Camelback Road, Ste. 726, Phoenix, Arizona 85016 (hereinafter "Assignee"), on the other hand.

WHEREAS, Assignor owns the following registration (hereinafter, the "Registration") for the mark, SKINSAFE (hereinafter, "Mark") in cls. 9 and 35 (the Registration together with the Mark are hereinafter collectively referred to as the "Property");

SKINSAFE® in cls. 9 and 35, as set forth under Reg. No. 4,918,947

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in, to and under such Property.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys and grants to Assignee, its successors, assigns and legal representatives forever, Assignor's entire right, title and interest in and to such Property and any other trademark(s), service mark(s), and/or other source identifier(s) and/or designation(s) that comprise of the Mark that Assignor has filed for, registered and/or used itself and/or through a third party or parties, if any (collectively, the "Properties"), all of the foregoing throughout the United States in perpetuity, together with the goodwill associated therewith and that part of the Assignor's business connected with the use thereof and symbolized thereby, and any and all of Assignor's other rights, privileges and priorities provided under state and federal law of the United States, including without limitation, Assignor's common law rights and rights under the laws of unfair competition, and any and all rights of action at law and suits in equity to recover for past infringements of the Properties currently known to Assignor as of the date hereof or that may become known

after the date of this Agreement (the "Transferred Rights"), and any and all of Assignor's rights to obtain renewals, reissues, and extensions for such Properties upon registration of such Properties throughout the world, or other legal protections pertaining to the Transferred Rights;

AND, Assignor hereby covenants that Assignor has the full right to convey the interest assigned by this Agreement, has not conveyed any interest in or right to the Properties to any third party;

AND, if necessary, Assignor covenants and agrees that Assignor will execute any and all additional documents and will take any and all other reasonably requested actions required in order to effectuate the assignment of the Transferred Rights as set forth above;


AND, Assignor hereby further covenants and agrees that Assignor will, without further consideration, communicate with Assignee, its successors and assigns, any facts known to Assignor respecting the Properties, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the Properties in said Assignee, its successors and assigns, and generally do everything possible to aid Assignee, its successors and assigns, to obtain and enforce proper trademark protection for the Properties in the United States, it being understood that any expense incident to the execution of such papers shall be borne by Assignee, its successors and assigns.

[Signature page follows, remainder of page intentionally left blank]

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first set forth above.

ASSIGNOR:

HER, INC.

By: 
Michelle Robson, President

ASSIGNEE:

SKINSAFE PRODUCTS, INC.

By: 
Michelle Robson, Founder