

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM595562

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	07/15/2020

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Creative Age Communications, Inc.		08/31/2020	Corporation: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	Allured Publishing Corporation
<b>Street Address:</b>	336 Gundersen Drive
<b>Internal Address:</b>	Suite A
<b>City:</b>	Carol Stream
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60188
<b>Entity Type:</b>	Corporation: ILLINOIS

## PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2647008	BEAUTY LAUNCH PAD
Registration Number:	3384531	BEAUTY LAUNCHPAD
Registration Number:	3384530	BEAUTY STORE BUSINESS
Registration Number:	3092491	DAYSPA
Registration Number:	3226149	DAYSPA
Registration Number:	3128152	MEDESTHETICS
Registration Number:	4733338	NAIL'D IT!
Registration Number:	3539051	THE COLORIST

## CORRESPONDENCE DATA

Fax Number: 3125801189

*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.*

Phone: (312) 580-1180

Email: kgaripay@olsonip.com

Correspondent Name: Kathryn E. Garipay

Address Line 1: 20 North Wacker Drive

Address Line 2: 36th Floor

TRADEMARK

REEL: 007043 FRAME: 0243

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<b>Address Line 4:</b>	Chicago, ILLINOIS 60606
<b>ATTORNEY DOCKET NUMBER:</b>	101100-47
<b>NAME OF SUBMITTER:</b>	Kathryn E. Garipay
<b>SIGNATURE:</b>	/Kathryn E. Garipay/
<b>DATE SIGNED:</b>	09/02/2020
<b>Total Attachments: 3</b> source=Creative Age Communications_TM Assignment#page1.tif source=Creative Age Communications_TM Assignment#page2.tif source=Creative Age Communications_TM Assignment#page3.tif	

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Creative Age Communications, Inc., a corporation organized under the laws of California, having an address of 7628 Densmore Avenue, Van Nuys, California 91406 ("Assignor"), has adopted, used, is using, and is the owner of the trademarks listed in the attached Schedule A;

WHEREAS, Allured Publishing Corporation, a corporation organized under the laws of Illinois, having an address of 336 Gundersen Drive, Suite A, Carol Stream, Illinois 60188-2403 ("Assignee"), is desirous of acquiring from Assignor the trademarks and registrations listed in attached Schedule A, together with the goodwill of the business in connection with which the marks are used; and

WHEREAS, this Assignment is in furtherance of and pursuant to the terms of an Asset Purchase Agreement dated, May 22, 2020;



NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and pursuant to the Asset Purchase Agreement, Assignor does hereby convey, transfer, assign, and deliver to Assignee, its successors, assigns, and assignees, *nunc pro tunc* as of July 15, 2020, all rights, titles and interests worldwide in and to the trademarks and to the registrations therefor listed on attached Schedule A, together with the goodwill of the business in connection with which the marks are used and which is symbolized by the marks, along with the right to sue and recover for damages and profits for past infringement thereof.

CREATIVE AGE COMMUNICATIONS, INC.

Date: 8/31, 2020

By: Deborah Carver  
Deborah Carver  
President

**SCHEDULE A**

<b>Trademark</b>	<b>Country</b>	<b>Registration/Application No.</b>
BEAUTY LAUNCH PAD	United States	2647008
	United States	3384531
BEAUTY STORE BUSINESS	United States	3384530
DAYSPA	United States	3092491
	United States	3226149
MEDESTHETICS	United States	3128152
NAIL'D IT!	United States	4733338
NAIL IT	United States	common law rights
NAIL IT!	United States	common law rights
THE COLORIST	United States	3539051
MAN	United States	common law rights
DAYSPA	EU IPO	2283828
MEDESTHETICS	EU IPO	9000233

NAILPRO	EUIPO	2284321
BEAUTY LAUNCHPAD	India	2730075
DAYSPA	India	2730019
DAYSPA	Mexico	881655
NAILPRO	Switzerland	P-1518462