

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM608705

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BOOM! By Cindy Joseph, LLC		11/13/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	AP MA Funding LLC, as Administrative Agent		
Street Address:	4445 Willard Avenue, Suite 1100		
City:	Chevy Chase		
State/Country:	MARYLAND		
Postal Code:	20815		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 22			
Property Type	Number	Word Mark	
Registration Number:	3710613	BOOM! BY CINDY JOSEPH	
Registration Number:	4251282	BOOMSILK	
Registration Number:	4220662	BOOMSTICK	
Registration Number:	5614720	BOOM!	
Registration Number:	5625436	BOOM!	
Registration Number:	5678025	BOOM MASK	
Registration Number:	5678026	BOOM NECTAR	
Registration Number:	5678027	BOOM COTTON	
Registration Number:	5678028	BOOM TOUCH	
Registration Number:	6090867	BOOM GOLD	
Serial Number:	88722782	IT'S ABOUT WOMEN. IT'S ABOUT BEAUTY. IT'	
Serial Number:	88722828	PRO-AGE REVOLUTION	
Serial Number:	88722313	BOOM! BAG	
Serial Number:	88722340	BOOM BRIGHT	
Serial Number:	88722540	BOOM SCRUB	
Registration Number:	4174409	BOOM! BY CINDY JOSEPH	
Serial Number:	90041036	BOOM CALM	
Serial Number:	90041028	BOOM CLEAN	
Serial Number:	90041089	BOOMSTICK COLOR	
TRADEMARK			

OP \$565.00 3710613

Property Type	Number	Word Mark
Serial Number:	90041102	BOOMSTICK GLIMMER
Serial Number:	90041118	BOOMSTICK GLO
Serial Number:	90041137	BOOMSTICK TRIO

CORRESPONDENCE DATA

Fax Number: 6175236850

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: 617-523-2700

Email: susan.dinicola@hklaw.com, khyshboo.patel@hklaw.com

Correspondent Name: Holland & Knight LLP

Address Line 1: 10 St. James Avenue

Address Line 4: Boston, MASSACHUSETTS 02116

NAME OF SUBMITTER:	Susan C. DiNicola
SIGNATURE:	/Susan C. DiNicola/
DATE SIGNED:	11/13/2020

Total Attachments: 4

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS



United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of November 13, 2020 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the “*Agreement*”) and among the Grantors party thereto (each an “*Grantor*” and collectively, the “*Grantors*”) and AP MA FUNDING LLC, as administrative agent (the “*Administrative Agent*”) for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in, and a right to set off against, the trademarks and trademark applications shown on Schedule I attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement, and (b) is not to be construed as an assignment of any trademark or trademark application.

Schedule I

<u>Trademarks</u>	<u>Application/ Registration Number</u>	<u>Application/Registration Date</u>
BOOM! BY CINDY JOSEPH	78863141/3710613	Apr 17, 2006/ Nov 10, 2009
	85422580/4174409	Sep 14, 2011/ July 17, 2012
BOOMSILK	85451274/4251282	Oct 19, 2011/ Nov 27, 2012
BOOMSTICK	85422636/4220662	Sep 14, 2011/ Oct 9, 2012
BOOM!	87656070/5614720	Oct 23, 2017/ Nov 27, 2018
	87654940/5625436	Oct 22, 2017/ Dec 11, 2018
BOOM MASK	87819033/5678025	Mar 3, 2018/ Feb 19, 2019
BOOM NECTAR	87819048/5678026	Mar 3, 2018/ Feb 19, 2019
BOOM COTTON	87819054/5678027	Mar 3, 2018/ Feb 19, 2019
BOOM TOUCH	87819070/5678028	Mar 3, 2018/ Feb 19, 2019
IT'S ABOUT WOMEN. IT'S ABOUT BEAUTY. IT'S ABOUT TIME.	88722782	Dec 11, 2019
PRO-AGE REVOLUTION	88722828	Dec 11, 2019

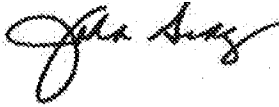
<u>Trademarks</u>	<u>Application/ Registration Number</u>	<u>Application/Registration Date</u>
BOOM! BAG	88722313	Dec 10, 2019
BOOMBRIGHT	88722340	Dec 10, 2019
BOOM SCRUB	88722540	Dec 11, 2019
BOOM GOLD	88722334/6090867	Dec 10, 2019/ June 30, 2020
BOOM CALM	90041036	Jul 8, 2020
BOOM CLEAN	90041028	Jul 8, 2020
BOOMSTICK COLOR	90041089	Jul 8, 2020
BOOMSTICK GLIMMER	90041102	Jul 8, 2020
BOOMSTICK GLO	90041118	Jul 8, 2020
BOOMSTICK TRIO	90041137	Jul 8, 2020

Very truly yours,

BOOM! BY CINDY JOSEPH, LLC, a
Delaware limited liability company

By: Craig Hille
Name: Craig Hille
Title: Manager

Acknowledged and Accepted:
AP MA FUNDING LLC, as Administrative
Agent

A handwritten signature in black ink, appearing to read "John Gray", written in a cursive style.

By: _____
Name: John Gray
Title: Executive Vice President

[NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS]

RECORDED: 11/13/2020

TRADEMARK
REEL: 007106 FRAME: 0207