

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM610623

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FOAM AND SUBSTANCE LIMITED		10/23/2020	limited company: ENGLAND AND WALES
RECEIVING PARTY DATA			
Name:	BEAUTY PIE LIMITED		
Street Address:	Eighth Floor, 6 New Street Square		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC4A3AQ		
Entity Type:	limited company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86665006	YOUTHBOMB	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-813-5900		
Email:	anicolescu@fzlz.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:	FSUB 1507002		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	/ancanicolescu/		
DATE SIGNED:	11/24/2020		
Total Attachments: 4			
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TRADE MARK ASSIGNMENT

THIS ASSIGNMENT is made this 23rd day of October 2020
("the Effective Date")

BETWEEN

FOAM AND SUBSTANCE LIMITED, a company organised under the laws of England and Wales, of Eighth Floor, 6 New Street Square, London EC4V 3AQ, United Kingdom, with a company number 09443258 ("the Assignor" which expression shall include its successors and assigns).

AND

BEAUTY PIE LIMITED, a company organised under the laws of England and Wales, of Eighth Floor, 6 New Street Square, London EC4A 3AQ, United Kingdom, with a Company number 09647981 ("the Assignee" which expression shall include its successors and assigns).

RECITALS:

(A) The Assignor is the proprietor of Trade Mark Applications and Registrations and domains ("the Trade Marks"), details of which are set out in the Schedule 1 hereto and which forms part of this assignment.

(B)

The Effective Date shall be the date at which the Assignor signs this agreement, as set out above.

(C) The Assignor has agreed to assign all its right, title, interest, property and goodwill in the Trade Marks, together with ancillary rights relating thereto, on the Effective Date to the Assignee upon the following terms.

OPERATIVE PROVISIONS:

1. For sufficient, good and valuable consideration being costs incurred in securing, registering, renewing and enforcing the Trade Marks as set out in Schedule 1, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns with full title guarantee unto the Assignee all rights, title, interest, property and goodwill in the Trade Marks including the

full and exclusive benefit thereof, and all common law rights connected with the Trade Marks

2. These rights shall include all rights which may subsist in the Trade Marks and all rights, privileges and advantages appertaining thereto, including the right to recover and to bring proceedings to recover damages and/or to obtain other remedies in respect of infringement of any rights in or relating to the Trade Marks whether committed before or after the date of this assignment, to the intent that the Trade Marks and the Registrations shall be in the name of and shall vest in the Assignee together with the goodwill of the Assignor attaching to the Trade Marks to hold the same unto the Assignee absolutely.
3. At the request of the Assignee, and at the Assignee's cost, the Assignor will execute and sign all such instruments, applications, deeds, documents and do all such acts and things as may be reasonably required by the Assignee to enable the Assignee to formally register the Assignee's title in the Trade Marks at the relevant Intellectual Property Offices. The Assignor agrees to assist the Assignee in any instance where Assignor's rights in the Trade Marks are blocking the Assignee's attempt to register the Trade Marks at any Intellectual Property Offices.
4. The Assignee shall be responsible for the registration of this assignment and the transfer of trade mark titles at the respective Intellectual Property Offices following payment of the consideration.
5. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective successors and assigns as well as any subsidiary companies of the Assignee. Each party undertakes to impose the obligations of this Agreement upon its successors in title.
6. The parties will co-operate and consult with one another in good faith, if necessary in the future to carry out the intent of this agreement.
7. This Agreement shall be governed by and construed in accordance with the laws of England and the parties for this purpose hereby submit to the exclusive jurisdiction of the Courts of England.

IN WITNESS whereof the parties hereto have executed this document on the first date above written.

THE SCHEDULE 1

Country /type	Title /domain url	Official No / Registrar	Classes / Term	Filing Date	Value £	Value £ 10% uplift
AUSTRALIA	YOUTHBOMB	1265068	3	17.06.2015	163.00	179.30
BRAZIL	YOUTHBOMB	909572739	3	23.06.2015	950.00	935.00
CANADA	YOUTHBOMB	2056071	3	17.10.2020	200.00	220.00
CHINA	YOUTHBOMB	1265068	3	17.06.2015	166.00	182.60
EUROPEAN UNION	YOUTHBOMB	014268023	3, 35, 44	17.06.2015	900.00	990.00
INDIA	YOUTHBOMB	1265068	3	17.06.2015	656.00	721.60
INTERNATIONAL REGISTRATION	YOUTHBOMB	1265068	3	17.06.2015	682.00	750.20
MALAYSIA	YOUTHBOMB	2015059865	3	23.06.2015	1959.00	2154.90
MEXICO	YOUTHBOMB	1265068	3	17.06.2015	1679.00	1846.90
SOUTH AFRICA	YOUTHBOMB	2015/16624	3	23.06.2015	1235.00	1358.50
SOUTH KOREA	YOUTHBOMB	1265068	3	17.06.2015	2518.00	2769.80
TAIWAN	YOUTHBOMB	10760887	3	24.06.2015	2260.00	2486.00
UNITED KINGDOM	YOUTHBOMB	3089439	3	14.01.2015	170.00	187.00
USA	YOUTHBOMB	86665006	3	17.06.2015	412.00	453.20
DOMAIN	www.youthbomb.co	bNamed		19/02/2015	177.00	194.70
DOMAIN	www.youthbomb.co.uk	bNamed		15/01/2015	112.00	123.20
DOMAIN	www.youthbomb.cpm	bNamed		15/01/2015	112.00	123.20
DOMAIN	www.youthbomb.eu	bNamed		19/02/2015	115.00	126.50
DOMAIN	www.youthbomb.store	bNamed		01/07/2016	196.00	215.60
TOTAL					14,562.00	16018.20

SIGNED, for and on behalf of)
 FOAM AND SUBSTANCE LIMITED)
 The Assignor)
 in the presence of:)

(Signatory).....
 (Name)

[Handwritten Signature]
 (Title) DIRECTOR

[Handwritten Signature]
 JUDITH TOMKIN

(Witness).....
 (Name)

[Handwritten Signature]
 ISABELLA DUPEE

SIGNED, for and on behalf of
BEAUTY PIE LIMITED)
The Assignee)
in the presence of:)

(Signatory) *Adam Vallance*
(Name)

(Title) ADAM VALLANCE DIRECTOR

(Witness) *Flora Gill*
(Name)

FLORA GILL