

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2


ETAS ID: TM620093

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kasra Borojerdi DBA Persona Cosmetics		01/11/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Persona Cosmetics, Inc.		
Street Address:	225 S. Grand Avenue		
Internal Address:	#705		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90012		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6021476	PERSONA	
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:	4243692056		
Email:	christina.rhodes@wbd-us.com		
Correspondent Name:	Peter B. Bromaghim		
Address Line 1:	12400 Wilshire Boulevard		
Address Line 2:	Suite 600		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Peter B. Bromaghim		
SIGNATURE:	/PeteBromaghim/		
DATE SIGNED:	01/13/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT


WHEREAS, Kasra Borojerdi, an individual and U.S. citizen with an address at 225 S. Grand Ave. #705, Los Angeles, CA 90012 ("Assignor"), doing business as Persona Cosmetics, is the record title owner of the U.S. Trademark Registration noted in the table below:

Mark	Reg. No.	Reg. Date	Goods/Services
	6021476	March 31, 2020	Cosmetics; cosmetics and make-up

AND, WHEREAS, Persona Cosmetics, Inc., a California corporation with a principal address at 225 S. Grand Ave. #705, Los Angeles, CA 90012 ("Assignee"), is the successor-in-interest to Assignor's rights in the referenced trademark and otherwise desires to acquire all rights to the same and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the mark(s) and the registration thereof, together with the entire good will of the business symbolized by such mark(s) (or the portion of the business to which the mark(s) pertain), including all right to bring actions for infringement in its own name and to solely receive and collect all damages and settlements for any such infringement which occurred before and/or after this Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment on this the 11th day of January, 2021.



Name: Kasra Borojerdi / "Assignor"