

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621125

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the full name of the entity name for the Assignor and Assignee and state of organization for the Assignee previously recorded on Reel 006532 Frame 0769. Assignor(s) hereby confirms the assignment to the entire interest and the goodwill.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Personalized Beauty Discovery, Inc.		09/17/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Divinium Labs, LLC		
Street Address:	5875 Blackwelder Street		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90232		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5243013	EM	
Registration Number:	5278026	EM COSMETICS	
Registration Number:	5262611	EM COSMETICS	
CORRESPONDENCE DATA			
Fax Number:	6175265000		
<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:	617-526-6154		
Email:	janey.davidson@wilmerhale.com		
Correspondent Name:	Barbara A. Barakat, Esquire		
Address Line 1:	Wilmer Cutler Pickering Hale and DorrLLP		
Address Line 2:	60 State Street		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	2216695.121		
NAME OF SUBMITTER:	Barbara A. Barakat		
SIGNATURE:	/barbara a. barakat/		
DATE SIGNED:	01/19/2021		

OP \$90.00 5243013

Total Attachments: 8

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Assignment") is made and entered into as of September 17, 2017, between Personalized Beauty Discovery, Inc., a Delaware corporation ("Assignor"), with an address of 201 Baldwin Avenue, San Mateo, California 94401 U.S.A., and Divinium Labs, LLC ("Assignee"), with an address of 7128 Gila Court, Palmdale, California 93551 U.S.A. These parties are also parties to an Asset Purchase Agreement dated as of September 17, 2017 ("Purchase Agreement"). Capitalized terms used but not defined herein have the meanings assigned in the Purchase Agreement.

The transferred trademarks are the trademarks listed in Exhibit A to this Assignment, including those that are registered and those that are pending registration (collectively, "Marks").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, subject to and effective as of the Closing Date, Assignor hereby assigns, transfers, and conveys to Assignee all of its right, title and interest worldwide in and to the Marks together with the associated goodwill in the Marks.

Subject to and effective as of the Closing Date, Assignor also assigns to Assignee (a) the right to bring suit and recover damages for past claims or causes of action for infringement of the Marks and (b) the right to prosecute and maintain any of the Marks.

This assignment is subject to and effective as of September 18, 2017 (the "Effective Date").

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of date first written above.

ASSIGNOR:

**PERSONALIZED BEAUTY
DISCOVERY, INC.**

By: *Jennifer Goldfarb*
Jennifer Goldfarb (Seq. 10, 2027)

Name: Jennifer Goldfarb

Title: President

ASSIGNEE:

DIVINIUM LABS, LLC

By: _____

Name: Michelle Phan

Title: Chief Executive Officer

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of date first written above.

ASSIGNOR:

**PERSONALIZED BEAUTY
DISCOVERY, INC.**

By: _____

Name: Jennifer Goldfarb

Title: President

ASSIGNEE:

DIVINIUM LABS, LLC

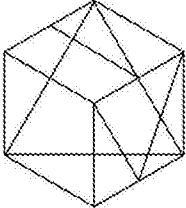
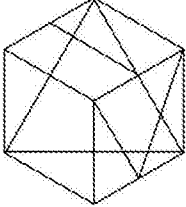
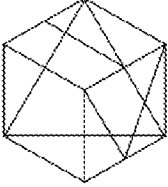
By: *Michelle Phan*

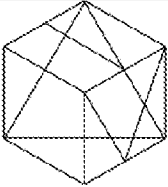
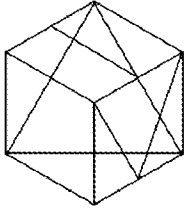
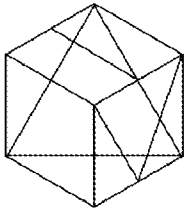



Name: Michelle Phan


Title: Chief Executive Officer

EXHIBIT A

Marks

#	Mark	Country	Classes	Application No. / Date	Registration No. / Date
1	BEACH LIFE	U.S.A.	3	85744500 10/3/2012	4476817 2/4/2014
2	CAREER LIFE	U.S.A.	3	85734216 9/20/2012	4467492 1/14/2014
3	CHIAROSCURO	U.S.A.	3	85755417 10/16/2012	4467576 1/14/2014
4	COLOR FACETS	U.S.A.	3	85756505 10/17/2012	4472151 1/21/2014
5	DAY LIFE	U.S.A.	3	85779437 11/14/2012	4460086 12/31/2013
6	EM COSMETICS	U.S.A.	3	87/188320 9/29/2016	5262611 8/8/2017
7	EM COSMETICS	U.S.A.	21	87/188325 9/29/2016	
8	EM & DESIGN  EM	China	3	1/12/2017 22587815	
9	EM & Design  EM	China	21	1/12/2017 22587814	
10	EM COSMETICS & DESIGN  EM COSMETICS	U.S.A.	3	87/188329 9/29/2016	5278026 8/29/2017
11	EM COSMETICS & DESIGN	U.S.A.	21	87/188328 9/29/2016	

#	Mark	Country	Classes	Application No. / Date	Registration No. / Date
	 EM COSMETICS				
12	EM COSMETICS LOGO 	U.S.A.	3	87/188331 9/29/2016	5243013 7/11/2017
13	EM COSMETICS LOGO 	U.S.A.	21	87/188332 9/29/2016	
14	EM IS A REFLECTION OF ME	U.S.A.	3	85916186 4/26/2013	4507863 4/1/2014
15	EM MICHELLE PHAN	U.S.A.	21	86505482 1/16/2015	4825755 10/6/2015
16		U.S.A.	3	85834011 1/28/2013	4539092 5/27/2014
16		U.S.A.	3	85833996 1/28/2013	4515950 4/15/2014
17		U.S.A.	3	85816560 1/7/2013	4538987 5/27/2014
18		U.S.A.	3	85809415 12/21/2012	4473779 1/28/2014

#	Mark	Country	Classes	Application No. / Date	Registration No. / Date
					
19	LASH GALLERY	U.S.A.	3	85778181 11/13/2012	4460083 12/31/2013
20	LIP GALLERY	U.S.A.	3	85982025 1/7/2013	4557392 6/24/3014
21	LOVE ME FOR ME	U.S.A.	3	85731928 9/18/2012	4467481 1/14/2014
22	MAKEUP MOOD ENHANCER	U.S.A.	3	85757504 10/18/2012	4482229 2/11/2014
23	NIGHT LIFE	U.S.A.	3	85769017 11/1/2012	4472196 1/21/2014
24	PARTY LIFE	U.S.A.	3	85789588 11/28/2012	4467663 1/14/2014
25	PILLOW PLUSH	U.S.A.	3	85755126 10/16/2012	4467573 1/14/2014
26	QUICK SWITCH	U.S.A.	3	85800735 12/12/2012	4752305 6/9/2015
27	SCRIBBLE	U.S.A.	3	85755121 10/16/2012	4538797 5/27/2014
28	SHADE PLAY	U.S.A.	3	85755110 7/30/2012	4448930 12/10/2013
29	THE EVERYTHING CC	U.S.A.	3	85946628 5/30/2013	4610757 9/23/2014
30	THE GREAT COVERUP	U.S.A.	3	85755130 10/16/2012	4478862 2/4/2014
31	THE LIFE PALETTE	U.S.A.	3	85635383 5/25/2012	4502304 3/25/2014
32	THE LIFE PALETTE MOMENT	U.S.A.	3	86144851 12/16/2013	4564252 7/8/2014
33	VALENTINE LIFE	U.S.A.	3	86026916 8/2/2013	4540563 5/27/2014
34	WATERLINER	U.S.A.	3	85738901 9/26/2012	4478817 2/4/2014
35	WINTER LIFE	U.S.A.	3	85888141 3/27/2013	4507719 4/1/2014