

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM629902

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Phlur, Inc.		12/01/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Center Brands LLC		
<b>Street Address:</b>	410 S. Rampart Blvd.		
<b>Internal Address:</b>	Suite 390		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89145		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 15</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5341878	ANNICA	
<b>Registration Number:</b>	6097598	AÑORANZA	
<b>Registration Number:</b>	5341711	CLAREMONT	
<b>Registration Number:</b>	5075209	GREYLOCKE	
<b>Registration Number:</b>	5101946	HANAMI	
<b>Registration Number:</b>	5125720	HEPCAT	
<b>Registration Number:</b>	5341710	HOWL	
<b>Registration Number:</b>	5138841	MOAB	
<b>Registration Number:</b>	5201073	OLMSTED & VAUX	
<b>Registration Number:</b>	5027984	PHLUR	
<b>Registration Number:</b>	6170266	S.C. 59	
<b>Registration Number:</b>	5488173	SANDARA	
<b>Registration Number:</b>	5051557	SIANO	
<b>Registration Number:</b>	5336050		
<b>Registration Number:</b>	5733401	AMÉLINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3142311776		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
<b>TRADEMARK</b>			

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*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 314-889-8000  
**Email:** uspt@polsinelli.com  
**Correspondent Name:** Matthew J. Smith  
**Address Line 1:** 100 S. Fourth St.  
**Address Line 2:** Suite 1000  
**Address Line 4:** St. Louis, MISSOURI 63102

<b>ATTORNEY DOCKET NUMBER:</b>	103017-625713
<b>NAME OF SUBMITTER:</b>	Matthew J. Smith
<b>SIGNATURE:</b>	/Matthew J. Smith/
<b>DATE SIGNED:</b>	03/04/2021

**Total Attachments: 3**  
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### TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of December 1, 2020 ("Effective Date") by and between Philur, Inc., a Delaware corporation ("Assignor") and The Center Brands LLC, a Delaware limited liability company ("Assignee").

**WHEREAS**, Assignor is the owner of the entire right, title and interest in and to the trademark applications and registrations set forth on Schedule A (the "Marks");

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest in and to the Marks, together with the goodwill associated with the Marks and that portion of the business related thereto.

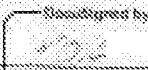
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, free and clear of any and all liens and encumbrances, the entire right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith.

Assignor hereby requests the United States Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

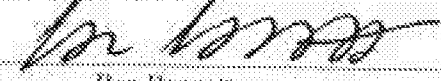
**ASSIGNOR:**

Philur, Inc.

By:   
Name: Eric Korman  
Title: CEO

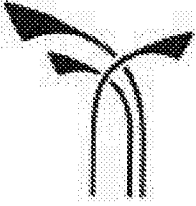
**ASSIGNEE:**

The Center Brands LLC

By:   
Name: Ben Bennett  
Title: Manager

**SCHEDULE A TO  
TRADEMARK ASSIGNMENT**

Mark/Name/AN/RN	Status/Status Date	Full Goods/Services
<u>ANNICA</u> RN: 5341878 SN: 87131754	Registered, November 21, 2017	(Int'l Class: 04) candles
<u>ANORANZA</u> RN: 6097598 SN: 88437956	Registered, July 7, 2020	(Int'l Class: 03) Fragrances
<u>CLAREMONT</u> RN: 5341711 SN: 87062755	Registered, November 21, 2017	(Int'l Class: 04) candles
<u>GREYLOCKE</u> RN: 5075209 SN: 86928854	Registered, November 1, 2016	(Int'l Class: 03) fragrances
<u>HANAMI</u> RN: 5101946 SN: 86901928	Registered, December 13, 2016	(Int'l Class: 03) fragrances
<u>HEPCAT</u> RN: 5125720 SN: 86901953	Registered, January 17, 2017	(Int'l Class: 03) fragrances
<u>HOWE</u> RN: 5341710 SN: 87062753	Registered, November 21, 2017	(Int'l Class: 04) candles
<u>MOAB</u> RN: 5138841 SN: 86892574	Registered, February 7, 2017	(Int'l Class: 03) fragrances
<u>OLMSTED &amp; VALUX</u> RN: 5201073 SN: 86901922	Registered, May 9, 2017	(Int'l Class: 03) fragrances
<u>PHLUR</u> RN: 5027984 SN: 86586926	Registered, August 23, 2016	(Int'l Class: 03) fragrances

Mark/Name/AN/RN	Status/Status Date	Full Goods/Services
<u>S.C. 59</u> RN: 6170266 SN: 88310282	Registered, October 6, 2020	(Int'l Class: 03) Fragrances
<u>SANDARA</u> RN: 5488173 SN: 87560882	Registered, June 5, 2018	(Int'l Class: 03) fragrances
<u>SIANO</u> RN: 5051557 SN: 86892581	Registered Supplemental Register, September 27, 2016	(Int'l Class: 03) fragrances
<u>Design Only</u>  RN: 5336050 SN: 86909496	Registered, November 14, 2017	(Int'l Class: 03) fragrances (Int'l Class: 04) candles
<u>AMELINE</u> RN: 5733401 SN: 88120561	Registered, April 23, 2019	(Int'l Class: 03) Fragrances