

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900594637		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CBI Laboratories, Inc.		01/27/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	nataals, Inc.		
Doing Business As:	DBA Ritual		
Street Address:	3576 Eastham Drive		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90232		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2265970	BODY RITUALS	
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:	4048156140		
Email:	miskowitz@ktslaw.com		
Correspondent Name:	Mark Iskowitz, Kilpatrick Townsend		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
ATTORNEY DOCKET NUMBER:	1235919		
NAME OF SUBMITTER:	Mark Iskowitz, Kilpatrick Townsend		
SIGNATURE:	/mji/		
DATE SIGNED:	03/22/2021		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged and confirmed, CBI LABORATORIES, INC., a Delaware Corporation located at 4201 Diplomacy Rd, Fort Worth, Texas 76155 ("**Seller**"), hereby confirms that it has sold, assigned, transferred and conveyed to NATALS, INC. D/B/ A RITUAL, a Delaware Corporation, located at 3576 Eastham Drive, Culver City, California 90232 ("**Buyer**"), pursuant to the Trademark Acquisition Agreement dated and effective, nunc pro tunc, as of January 27, 2021, by and between Seller and Buyer, all right, title, and interest that Seller may have in and to the trademark, including those at common law, and the trademark registration set forth on Schedule 1 attached hereto and incorporated by this reference herein, together with the goodwill associated therewith and symbolized thereby, and all claims and causes of action with respect to any of the foregoing, including without limitation all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement or other violation, and all other rights, privileges, and protections of any kind whatsoever of Seller accruing under any of the foregoing provided by any applicable law, treaty, or other international convention.

Seller hereby authorizes, and confirms its authorization to Buyer, that the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Assignment of Trademark upon request by Buyer.

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks to be executed on this January 27, 2021 by its duly authorized officer.

CBI LABORATORIES, INC.

By: 
Name: Bill Saracco
Title: Chief Financial Officer

AGREED TO AND ACCEPTED:

NATALS, INC. D/B/ A RITUAL

By: 
Name: Katerina Schneider
Title: Chief Executive Officer

Schedule 1
Assigned Mark

Trademark Registration

Mark	Jurisdiction	Registration Number	Registration Date	Description of Goods/Services
BODY RITUALS	USA	2265970	August 3, 1999	cosmetics and toilet preparations, namely, body lotions, hand creams, foot creams, massage oils, and creams, cosmetic astringents, facial and body masks, lotions and creams, hair shampoos, conditioners, shower gels and scrubs, bubble baths, skin and toilet soaps, bath oils and lotions