

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM637116

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Almea Ltd		04/01/2021	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Beauty Generation AB		
Street Address:	Birger Jarlsgatan 18 114 34		
City:	Stockholm		
State/Country:	SWEDEN		
Entity Type:	Aktiebolag: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6037508	XLASH COSMETICS	
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>			
Email:	uspto@unitedlegalexperts.com		
Correspondent Name:	Stanislav A Shamayev		
Address Line 1:	601 S Federal Highway,		
Address Line 4:	Hollywood, FLORIDA 33020		
NAME OF SUBMITTER:	Stanislav A Shamayev		
SIGNATURE:	/sstanislav/		
DATE SIGNED:	04/06/2021		
Total Attachments: 3			
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source=XLASH TM#page2.tif			
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TRADEMARK ASSIGNMENT AGREEMENT

This Assignment Agreement is made by and between

Amsen Ltd, a registered company in United Kingdom located at 2nd Floor Queens House,
180 Court Road London UNITED KINGDOM W117PD (the "Assignor") of the one part;

AND

BEAUTY GENERATION AB, a registered company in Birger Jarligatan 18 114 34
Stockholm Sweden (the "Assignee") of the other part.

The Assignor and the Assignee are hereinafter referred to, individually, as "Party" and
collectively, as "Parties".

WHEREAS, the Assignor is the proprietor and beneficial owner of the USPTO trademark
Registration Number ~~6037508~~ Trademark Name **XLASH COSMETICS** (the "Trademark")
in United States of America (the "Territory") of which the particulars are set forth as follows:

Trademark **XLASH COSMETICS** Class *003* Reg. No. *6037508*

WHEREAS, the Assignee desires to acquire from the Assignor the Trademark in accordance
with the terms and conditions of this Agreement.

NOW THEREFORE, the Parties hereto agree as follows:

1. For and in consideration of the sum of **1000/-** US dollar (One Thousand USD) paid by the
Assignee to the Assignor (the receipt of which is hereby acknowledged).
2. Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title,
interest of the Trademarks in the United States, together with the goodwill of the business
connected with and symbolized by the Trademarks (including, without limitation, the
right to renew any registrations included in the Trademarks, the right to apply for
trademark registrations within or outside the United States based in whole or in part upon
the Trademarks, and any priority right that may arise from the Trademarks), the same to
be held and enjoyed by Assignee as fully and entirely as said interest could have been
held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been
made.

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3. Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of the Trademark registration to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

4. The Assignor represents and warrants that it is the sole proprietor of all rights, title and interests derived from and in connection with the Trademark in Territory, and that the assignment of the Trademark from the Assignor to the Assignee shall not cause any infringement of industrial property rights of any third party in the Territory.

The Trademark is assigned in their present legal status, which is known to the Assignor. To the Assignor's best knowledge, there are no parties who are using the Trademark, own registrations or pending applications for registration of the Trademark and there are no pending cases before the court or national authorities, which may adversely affect the Trademark. The Assignor does not take any further guarantee.

5. The Assignor shall furnish the Assignee with all necessary information on and in connection with the Trademark, which may be required to perfect title in the Trademark in the Assignee. The Assignor shall also furnish the Assignee with the original certificates covering the Trademark.

6. This Agreement shall come into effect on the date on which this Agreement is registered by the competent authority as required by the laws of the Territory. The Parties hereto agree that this Agreement shall be submitted to the aforesaid authority in the Territory for its registration. Each Party hereto shall fully cooperate with the other with regard to such registration or additional or approval that may be required in connection with the implementation of any portion of this Agreement.

7. This Agreement and all amendments, modifications, alterations or supplements hereto, shall be construed under, governed by, and the legal relations between the Parties hereto determined in accordance with the laws of United States.

8. Any dispute, controversy or claim arising out of or relating to this Agreement, or breach, termination or invalidity hereof shall be settled through bona fide negotiations between the Parties.

9. Any amendments, modifications, alterations or supplements to this Agreement shall be made in writing to be legally effective.

10. Each Party acknowledges that it has read this Agreement, understands it and agrees to be bound hereby, and represents and warrants that the individual executing this Agreement on its behalf is duly authorized to enter into this Agreement.

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IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed on their behalf by their duly authorized officers and representative on this 01 day of April, year 2021.

For and on behalf of the Assignor

For and on behalf of the Assignee

Signature: _____

By: **Almea Ltd**

CEO: **Oleg Degtyarev**

