

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653206

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/23/2020
RESUBMIT DOCUMENT ID:	900613995

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CURLS Beauty Brand, LLC		02/17/2021	Limited Liability Company: TEXAS

RECEIVING PARTY DATA

Name:	beau·ti·ceu·ti·cals LLC
Street Address:	122 Rose Lane, Bldg D3
City:	Frisco
State/Country:	TEXAS
Postal Code:	75034
Entity Type:	Limited Liability Company: TEXAS

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	90337681	BEAU-TI-CEU-TI-CALS
Serial Number:	90337688	BEAU-TI-CEU-TI-CALS
Serial Number:	90339733	BEAU-TI-CEU-TI-CALS WHERE BEAUTY & SCIEN
Serial Number:	90339748	BEAU-TI-CEU-TI-CALS WHERE BEAUTY & SCIEN

CORRESPONDENCE DATA

Fax Number: 2147401499
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.
Phone: 214-740-1474
Email: dmathes@bellnunnally.com
Correspondent Name: Danica L. Mathes
Address Line 1: 2323 Ross Ave., Ste. 1900
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	9854.1
NAME OF SUBMITTER:	Danica L. Mathes
SIGNATURE:	/Danica L. Mathes/
DATE SIGNED:	06/10/2021

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is made and entered into effective, nunc pro nunc, as of November 23, 2020 (the "Effective Date"), by and between CURLS Beauty Brand, LLC, a Texas limited liability company ("Assignor"), and beau-ti-ceu-ti-cals LLC, a Texas limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the mark(s) shown on Exhibit A attached hereto (the "Marks"); and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Marks, the applications and registrations therefor, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby makes the transfer and assignment of all rights in and to the Marks as follows:

1. Assignor hereby sells, assigns, transfers and sets over unto Assignee all of Assignor's right, title and interest, anywhere in the world, in and to the Marks and the applications and resulting registrations therefor, together with the goodwill of the business in connection with which the Marks are used and the goodwill of the business connected with the use of and symbolized by the Marks.

2. Assignor covenants and agrees that Assignor has the full right to convey the interests assigned by this Assignment, and Assignor has not executed and will not execute any agreement in conflict with this Assignment.

3. Assignor covenants and agrees that Assignor will, at any time upon request and without further consideration, execute and deliver any and all documents that may be necessary or desirable to perfect Assignee's (and Assignee's successors' and assigns') rights, title and interest in and to the Marks, it being understood that any expense incident to the execution of such papers shall be borne by Assignee and its successors and assigns.

4. This Assignment includes any and all rights to past, present, and future causes of action for infringement or other unauthorized use of the Marks including the right to sue for damages and/or obtain injunctive relief for past, present, and future infringement, misappropriation or other unauthorized use of the Marks and recover any such damages for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

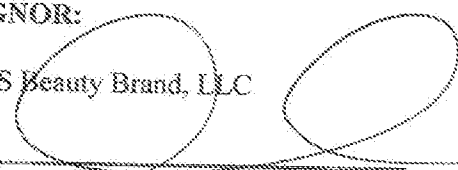
5. Assignor agrees to cooperate in any actions set forth above to the extent reasonably required by Assignee to perfect or enforce the rights transferred hereunder.

6. This Assignment may be executed in counterparts, each of which shall be an original, and all such counterparts together shall constitute the entire Agreement.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year first above below written.

ASSIGNOR:

CURLS Beauty Brand, LLC

By: 
Mahisha Dellinger, Manager

Date: February 17, 2021

ASSIGNEE:

beau-ti-ceu-ti-cals LLC

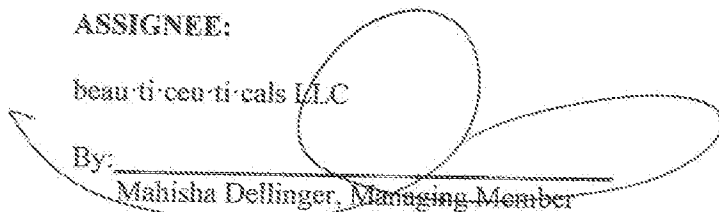
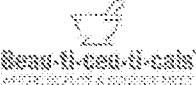

By: 
Mahisha Dellinger, Managing Member

Exhibit A

U.S. TRADEMARK APPLICATIONS

TM/SN/RN/Disclaimer	Status/Status Date	Goods/Services
BEAU-TI-CEU-TI-CALS SN: 90-337681	Filed: November 23, 2020 Date of First Use: October 5, 2020 In Commerce: November 5, 2020	(Int'l Class: 3) personal care and hair care products namely, shampoos, conditioners, lotions and creams; non-medicated skincare preparations for face and body; skin toner, hair toner, facial cleanser, skin cleanser, hair cleanser, facial skin serum, skin serum, hair serum, facial moisturizer, skin moisturizer, eye cream, lip cream, non-medicated lip balm, skin cream, hair cream, facial lotion, skin lotion, hair lotion, face mask, skin mask, hair mask; non-medicated acne treatment preparations; non-medicated anti-aging skin care preparations; hydrating face, body, and hair moisturizers and conditioners; 2-in-1 non-medicated toners, cleansers, serums, and creams for skin and hair
BEAU-TI-CBU-TI-CALS SN: 90-337688	Filed: November 23, 2020 Date of First Use: October 5, 2020 In Commerce: November 5, 2020	(Int'l Class: 35) online wholesale and retail store services featuring personal care and hair care products
BEAU-TI-CEU-TI-CALS WHERE BEAUTY & SCIENCE MEET and Design  SN: 90-339733	Filed: November 24, 2020 Date of First Use: October 5, 2020 In Commerce: November 5, 2020	(Int'l Class: 3) personal care and hair care products namely, shampoos, conditioners, lotions and creams; non-medicated skincare preparations for face and body; skin toner, hair toner, facial cleanser, skin cleanser, hair cleanser, facial skin serum, skin serum, hair serum, facial moisturizer, skin moisturizer, eye cream, lip cream, non-medicated lip balm, skin cream, hair cream, facial lotion, skin lotion, hair lotion, face mask, skin mask, hair mask; non-medicated acne treatment preparations; non-medicated anti-aging skin care preparations; hydrating face, body, and hair moisturizers and conditioners; 2-in-1 non-medicated toners, cleansers, serums, and creams for skin and hair
BEAU-TI-CEU-TI-CALS WHERE BEAUTY & SCIENCE MBET and Design  SN: 90-339748	Filed: November 24, 2020 Date of First Use: October 5, 2020 In Commerce: November 5, 2020	(Int'l Class: 35) online wholesale and retail store services featuring personal care and hair care products

TRADEMARK