

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM668803

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacifica Beauty, LLC		08/13/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	PNC Bank, National Association		
Street Address:	Two Tower Center Boulevard		
City:	East Brunswick		
State/Country:	NEW JERSEY		
Postal Code:	08816		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 62			
Property Type	Number	Word Mark	
Registration Number:	2759320	PACIFICA	
Registration Number:	3615680	PACIFICA	
Registration Number:	4651932	ALIGHT	
Registration Number:	4764135	AQUARIAN GAZE	
Registration Number:	5008211	BEST DAY EVER	
Registration Number:	5031977	COCONUT POWER	
Registration Number:	5058292	COCONUT SUPER POWER	
Registration Number:	4209377	COLOR QUENCH	
Registration Number:	4620586	DEVOCEAN	
Registration Number:	5008212	DRAGON TAMER	
Registration Number:	4764193	DREAM BIG	
Registration Number:	4620587	DREAMLIT	
Registration Number:	4764132	DREAMY YOUTH	
Registration Number:	4772363	ENLIGHTENED GLOSS	
Registration Number:	4652550	FRENCH LILAC	
Registration Number:	3853545	FRENCH LILAC	
Registration Number:	4822149	FUTURE YOUTH	
Registration Number:	4980169	GINGER ROOT	
Registration Number:	4822148	GLOW BABY	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4772353	GOLDEN LOTUS
Registration Number:	4253778	HAIRVANA
Registration Number:	3853544	HAWAIIAN RUBY GUAVA
Registration Number:	4198447	HAWAIIAN RUBY GUAVA
Registration Number:	4209376	ISLAND VANILLA
Registration Number:	4840601	JASMINE MOON
Registration Number:	3674381	LOTUS GARDEN
Registration Number:	4840735	MAGICAL MULTI-PENCIL
Registration Number:	4652555	MALIBU LEMON BLOSSOM
Registration Number:	3634589	MEDITERRANEAN FIG
Registration Number:	4621277	MEXICAN COCOA
Registration Number:	4836059	NAKED QUENCH
Registration Number:	4980167	NATIVE FLOWER
Registration Number:	4889075	PACIFICA MUSE
Registration Number:	5133923	PACIFICA NATURAL BEAUTY
Registration Number:	5132442	PACIFICA NATURAL BODYCARE
Registration Number:	5132439	PACIFICA NATURAL SKINCARE
Registration Number:	4772357	PERFECT LOTUS
Registration Number:	4774578	PORE REFINE
Registration Number:	5008046	POWER OF LOVE
Registration Number:	5019545	QUINOA SENSITIVE
Registration Number:	5019544	RICE BRIGHT
Registration Number:	4620588	SEA CHANGE
Registration Number:	4652605	SPANISH AMBER
Registration Number:	3510071	STELLA MARE
Registration Number:	4764128	STELLAR GAZE
Registration Number:	5008072	SUNDREAMS
Registration Number:	4774577	SUPER POWDER
Registration Number:	4201950	TAHITIAN GARDENIA
Registration Number:	4023580	TAKE ME THERE
Registration Number:	4906086	THE NATURAL BEAUTY REVOLUTION
Registration Number:	3630831	TIBETAN MOUNTAIN TEMPLE
Registration Number:	4812894	VITAL IMMERSION
Registration Number:	4652606	WAIKIKI PIKAKE
Registration Number:	5271356	WAKE UP BEAUTIFUL
Registration Number:	4980168	WELL CONDITIONED
Serial Number:	87363783	AROMAPOWER
Serial Number:	87372638	EVERY TRUE BEAUTY KNOWS IT'S WHAT'S ON T

Property Type	Number	Word Mark
Serial Number:	87365071	HAPPY ESSENCE
Serial Number:	87048137	HAPPY WATER
Serial Number:	86913369	HARD DAYS NIGHT CREAM
Serial Number:	87319968	INVISIBLE POWERS
Serial Number:	87372684	SEA FOAM

CORRESPONDENCE DATA

Fax Number: 2024083141

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: 2024083141

Email: jean.paterson@cscglobal.com

Correspondent Name: CSC

Address Line 1: 1090 Vermont Avenue, NW

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	964669
NAME OF SUBMITTER:	Jean Paterson
SIGNATURE:	/jep/
DATE SIGNED:	08/19/2021

Total Attachments: 6

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TRADEMARK SECURITY AGREEMENT

This Trademark Security Agreement (this "Trademark Security Agreement") is made as of August 13, 2021, by PACIFICA BEAUTY, LLC, a limited liability company formed under the laws of the State of Delaware ("Grantor"), in favor of PNC BANK, NATIONAL ASSOCIATION, in its capacity as agent for the Secured Parties (together with its successors and assigns in such capacity, "Grantee").

WHEREAS, the Grantor has adopted, has used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, the Grantor has entered into a Revolving Credit, Term Loan and Security Agreement, dated as of the date hereof (as amended, restated, supplemented, modified or otherwise changed from time to time, the "Credit Agreement"), in favor of Grantee; and

WHEREAS, pursuant to the Credit Agreement, the Grantor has granted to the Grantee, for its benefit and for the ratable benefit of the Secured Parties, a continuing security interest in all right, title and interest of the Grantor in, to and under the Trademarks, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment and performance of the Obligations.

NOW, THEREFORE, to secure the prompt payment and performance to the Agent and Secured Parties of the Obligations, Grantor hereby pledges and grants to Grantee for its benefit and for the ratable benefit of each Secured Party, a continuing security interest in and to and Lien on the Collateral.

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Credit Agreement.


The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the Collateral are more fully set forth in the Credit Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart by facsimile or electronic mail shall be equally effective as delivery of an original executed counterpart.

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IN WITNESS WHEREOF, the Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

PACIFICA BEAUTY, LLC

By: 
Name: Michael Kennedy
Title: Chief Financial Officer

SCHEDULE A TO TRADEMARK SECURITY AGREEMENT

Trademark Registrations and Applications

Loan Party Name	Mark	Registration Number or Application Number	Issue or Filing Date	Country
Pacifica Beauty, LLC	PACIFICA	2,759,320	September 2, 2003	USA
Pacifica Beauty, LLC	PACIFICA	3,615,680	May 5, 2009	USA
Pacifica Beauty, LLC	ALIGHT	4,651,932	December 9, 2014	USA
Pacifica Beauty, LLC	AQUARIAN GAZE	4,764,135	June 30, 2015	USA
Pacifica Beauty, LLC	BEST DAY EVER	5,008,211	July 26, 2016	USA
Pacifica Beauty, LLC	COCONUT POWER	5,031,977	August 30, 2016	USA
Pacifica Beauty, LLC	COCONUT SUPER POWER	5,058,292	October 11, 2016	USA
Pacifica Beauty, LLC	COLOR QUENCH	4,209,377	September 18, 2012	USA
Pacifica Beauty, LLC	DEVOCEAN	4,620,586	October 14, 2014	USA
Pacifica Beauty, LLC	DRAGON TAMER	5,008,212	July 26, 2016	USA
Pacifica Beauty, LLC	DREAM BIG	4,764,193	June 30, 2015	USA
Pacifica Beauty, LLC	DREAMIIT	4,620,587	October 14, 2014	USA
Pacifica Beauty, LLC	DREAMY YOUTH	4,764,132	June 30, 2015	USA
Pacifica Beauty, LLC	ENLIGHTENED GLOSS	4,772,363	July 14, 2015	USA
Pacifica Beauty, LLC	FRENCH LILAC	4,652,550	December 9, 2014	USA
Pacifica Beauty, LLC	FRENCH LILAC	3,853,545	September 28, 2010	USA
Pacifica Beauty, LLC	FUTURE YOUTH	4,822,149	July 29, 2015	USA
Pacifica Beauty, LLC	GINGER ROOT	4,980,169	June 14,	USA

Loan Party Name	Mark	Registration Number or Application Number	Issue or Filing Date	Country
			2016	
Pacifica Beauty, LLC	GLOW BABY	4,822,148	July 29, 2015	USA
Pacifica Beauty, LLC	GOLDEN LOTUS	4,772,353	July 14, 2015	USA
Pacifica Beauty, LLC	HAIRVANA	4,253,778	December 4, 2012	USA
Pacifica Beauty, LLC	HAWAIIAN RUBY GUAVA	3,853,544	September 28, 2010	USA
Pacifica Beauty, LLC	HAWAIIAN RUBY GUAVA	4,198,447	August 28, 2012	USA
Pacifica Beauty, LLC	ISLAND VANILLA	4,209,376	September 18, 2012	USA
Pacifica Beauty, LLC	JASMINE MOON	4,840,601	October 27, 2015	USA
Pacifica Beauty, LLC	LOTUS GARDEN	3,674,381	August 25, 2009	USA
Pacifica Beauty, LLC	MAGICAL MULTI- PENCIL	4,840,735	October 27, 2015	USA
Pacifica Beauty, LLC	MALIBU LEMON BLOSSOM	4,652,555	December 9, 2014	USA
Pacifica Beauty, LLC	MEDITERRANEAN FIG	3,634,589	June 9, 2009	USA
Pacifica Beauty, LLC	MEXICAN COCOA	4,621,277	October 14, 2014	USA
Pacifica Beauty, LLC	NAKED QUENCH	4,836,059	October 20, 2015	USA
Pacifica Beauty, LLC	NATIVE FLOWER	4,980,167	June 14, 2016	USA
Pacifica Beauty, LLC	PACIFICA MUSE	4,889,075	January 19, 2016	USA
Pacifica Beauty, LLC	PACIFICA NATURAL BEAUTY	5,133,923	January 31, 2017	USA
Pacifica Beauty, LLC	PACIFICA NATURAL BODYCARE	5,132,442	January 31, 2017	USA
Pacifica Beauty, LLC	PACIFICA NATURAL SKINCARE	5,132,439	January 31, 2017	USA

[Schedule A]

TRADEMARK
REEL: 007396 FRAME: 0994

Loan Party Name	Mark	Registration Number or Application Number	Issue or Filing Date	Country
Pacifica Beauty, LLC	PERFECT LOTUS	4,772,357	July 14, 2015	USA
Pacifica Beauty, LLC	PORE REFINE	4,774,578	July 14, 2015	USA
Pacifica Beauty, LLC	POWER OF LOVE	5,008,046	July 26, 2016	USA
Pacifica Beauty, LLC	QUINOA SENSITIVE	5,019,545	August 9, 2016	USA
Pacifica Beauty, LLC	RICE BRIGHT	5,019,544	August 9, 2016	USA
Pacifica Beauty, LLC	SEA CHANGE	4,620,588	October 14, 2014	USA
Pacifica Beauty, LLC	SPANISH AMBER	4,652,605	December 9, 2014	USA
Pacifica Beauty, LLC	STELLA MARE	3,510,071	September 30, 2008	USA
Pacifica Beauty, LLC	STELLAR GAZE	4,764,128	June 30, 2015	USA
Pacifica Beauty, LLC	SUN DREAMS	5,008,072	July 26, 2016	USA
Pacifica Beauty, LLC	SUPER POWDER	4,774,577	July 14, 2015	USA
Pacifica Beauty, LLC	TAHITIAN GARDENIA	4,201,950	September 4, 2012	USA
Pacifica Beauty, LLC	TAKE ME THERE	4,023,580	September 6, 2011	USA
Pacifica Beauty, LLC	THE NATURAL BEAUTY REVOLUTION	4,906,086	February 23, 2016	USA
Pacifica Beauty, LLC	TIBETAN MOUNTAIN TEMPLE	3,630,831	June 2, 2009	USA
Pacifica Beauty, LLC	VITAL IMMERSION	4,812,894	September 15, 2015	USA
Pacifica Beauty, LLC	WAIKIKI PIKAKE	4,652,606	December 9, 2014	USA
Pacifica Beauty, LLC	WAKE UP BEAUTIFUL	5,271,356	August 22, 2017	USA
Pacifica Beauty, LLC	WELL CONDITIONED	4,980,168	June 14, 2016	USA
Pacifica Beauty, LLC	AROMAPOWER	87-363,783	March 8,	USA

[Schedule A]

TRADEMARK
REEL: 007396 FRAME: 0995

Loan Party Name	Mark	Registration Number or Application Number	Issue or Filing Date	Country
			2017	
Pacifica Beauty, LLC	EVERY TRUE BEAUTY KNOWS IT'S WHAT'S ON THE INSIDE THAT MATTERS	87-372,638	March 15, 2017	USA
Pacifica Beauty, LLC	HAPPY ESSENCE	87-365,071	March 9, 2017	USA
Pacifica Beauty, LLC	HAPPY WATER	87-048,137	May 24, 2016	USA
Pacifica Beauty, LLC	HARD DAYS NIGHT CREAM	86-913,369	February 19, 2016	USA
Pacifica Beauty, LLC	INVISIBLE POWERS	87-319,968	January 31, 2017	USA
Pacifica Beauty, LLC	SEA FOAM	87-372,684	March 15, 2017	USA

[Schedule A]