

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM661465

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DRYBAR HOLDINGS LLC		02/08/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	DB FRANCHISE, LLC		
Street Address:	9780 S. Meridian Boulevard, Suite 400		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	DBGC, LLC		
Street Address:	9780 S. Meridian Boulevard, Suite 400		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5578380		
Registration Number:	5573210		
Registration Number:	5573208	DRYBAR	
Registration Number:	5573209	DRYBAR	
Registration Number:	5573211	DRYBAR	
Registration Number:	5573207	DRYBAR	
CORRESPONDENCE DATA			
Fax Number:	8167531536		
<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:	312-463-6255		
Email:	uspt@polsinelli.com		
Correspondent Name:	Hillary Maynard, Polsinelli PC		

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TRADEMARK

Address Line 1: 150 N. Riverside Plaza
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 103715-675503

NAME OF SUBMITTER: Hillary Maynard

SIGNATURE: /Hillary Maynard/

DATE SIGNED: 07/20/2021

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this “Assignment”), dated February 8, 2021, is made and entered into by and between **DRYBAR HOLDINGS LLC**, a Delaware limited liability company (“**Assignor**”) and **DB FRANCHISE, LLC**, a Delaware limited liability company with a principal place of business at 9780 S. Meridian Boulevard, Suite 400, Englewood, Colorado 80112 and **DBGC, LLC**, an Arizona limited liability company with a principal place of business at 9780 S. Meridian Boulevard, Suite 400, Englewood, Colorado 80112 (“**Assignees**”).

WHEREAS, Assignor and Assignees entered into an Asset Purchase Agreement dated February 8, 2021, pursuant to which Assignor agreed to sell and Assignees agreed to purchase, certain assets of Assignor, including, without limitation, the intellectual property of Assignor;

WHEREAS, pursuant to the terms of the Asset Purchase Agreement, Assignor wishes to convey, transfer and assign to Assignees, and Assignees wish to receive, among other assets, the intellectual property of Assignor listed on Schedule A (the “**Trademarks**”); and

WHEREAS, Assignor and Assignees wish to execute and deliver this Assignment for recording with governmental authorities, including but not limited to the United States Patent and Trademark Office.

NOW, THEREFORE, in consideration of the foregoing and mutual covenants contained herein and in the Asset Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is agreed as follows:

Assignor hereby sells, assigns, transfers and sets over to Assignees the Assignor’s entire right, title and interest in and to the Trademarks together with the Assignor’s goodwill in connection with which the Trademarks are used, for Assignees’ own use and enjoyment, and for the use and enjoyment of Assignees’ successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignors if this Assignment had not been made, together with all income, royalties or payments in respect of the Trademarks due or payable as of the date hereof or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignees’ own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. The assignment of the Trademarks accompany the transfer of Assignors’ business, or portion of the business to which the Trademarks pertain, as required by Section 10 of the Trademark Act, 15 U.S.C. §1060, and that said business is ongoing and existing.

[Signature Page to Follow]

IN WITNESS WHEREOF, the parties have executed this Agreement by and through their properly authorized signatories effective as of the date indicated above.

DRYBAR HOLDINGS LLC

Assignor

DocuSigned by:
By: Alyson Barker
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Name: Alyson Barker

Title: President

DB FRANCHISE, LLC

Assignee

DocuSigned by:
By: [Signature]
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Name: Jeremy Morgan

Title: CEO

DBGC, LLC

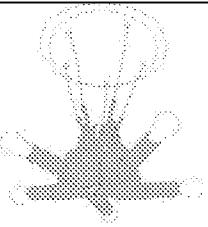
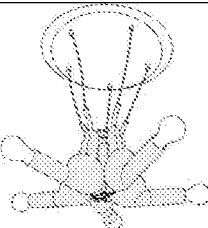
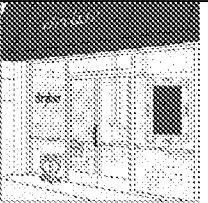
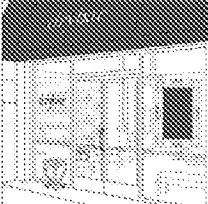
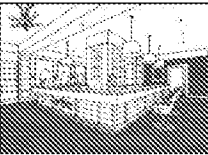

Assignee

DocuSigned by:
By: [Signature]
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Name: Jeremy Morgan

Title: CEO

**SCHEDULE A
(The Trademarks)**

Mark	Country	Application No.	Filing Date	Registration No.
	US	87/581,957	8/24/2017	5,578,380
	US	87/581,977	8/24/2017	5,573,210
	US	87/581,965	8/24/2017	5,573,208
	US	87/581,973	8/24/2017	5,573,209
	US	87/581,979	8/24/2017	5,573,211
	US	87/581,962	8/24/2017	5,573,207