

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM677109

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|---|--|-----------------------|---------------------------------------|
| SUBMISSION TYPE: | RESUBMISSION | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| RESUBMIT DOCUMENT ID: | 900643602 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| HOLLYWOOD COSMETICS, LLC | | 08/01/2021 | Limited Liability Company: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | HOLLYWOOD IP HOLDINGS LLC | | |
| Street Address: | 5042 WILSHIRE BLVD | | |
| Internal Address: | NO. 189 | | |
| City: | LOS ANGELES | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90036 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3663255 | HOLLYWOOD CURL | |
| Registration Number: | 4927654 | HOLLYWOOD | |
| Registration Number: | 5585721 | NWC | |
| Registration Number: | 6358860 | HOLLYWOOD COSMETICS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6265290199 | | |
| <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: | 6267684485 | | |
| Email: | adarab@arroyolawgroup.com | | |
| Correspondent Name: | Abdul A. Darab | | |
| Address Line 1: | 275 E. California Blvd. | | |
| Address Line 4: | Pasadena, CALIFORNIA 91106 | | |
| ATTORNEY DOCKET NUMBER: | NEW WORLD COSMETICS | | |
| NAME OF SUBMITTER: | Abdul A. Darab | | |
| SIGNATURE: | /Abdul A. Darab/ | | |
| DATE SIGNED: | 09/27/2021 | | |

Total Attachments: 6

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment (the "Assignment") is made and effective as of **August 1, 2021** ("Effective Date") by and between HOLLYWOOD COSMETICS, LLC (the "Assignor") and HOLLYWOOD IP HOLDINGS LLC, a California limited liability company (the "Assignee"). The Assignor and the Assignee may be referred to individually as a "Party" or collectively as the "Parties."

RECITALS

WHEREAS, the Assignor owns registrations of certain trademarks and/or service marks listed on Schedule 1 attached hereto and made a part hereof (hereinafter, collectively, the "Mark" or "Marks");

WHEREAS, it is the Assignor's intention to assign and transfer to the Assignee all of its right, title, and interest in and to the Mark; and

WHEREAS, the Assignee desires to purchase or acquire all of the Assignor's right, title, and interest in and to the Mark; and

WHEREAS, the Assignee desires to license Assignor's Mark to Assignor and Assignor desires to continue use of Assignee's Mark pursuant to a licensing agreement separately executed; and

WHEREAS, each Party is duly authorized and capable of entering into this Assignment, and Assignee is to be the successor to the portion of Assignor's business to which the Mark pertains.

NOW, THEREFORE, in consideration of the covenants and premises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto agree as follows:

1. ASSIGNMENT OF MARK.

Effective as of the Effective Date, the Assignor sells, transfers, conveys, assigns, and delivers to the Assignee, and the Assignee accepts and assumes any and all right, title, and interest of the Assignor in and to the following (hereinafter, "the Transferred Assets"):

- (a) the Mark referred to in Schedule 1 hereto;
- (b) the registrations for the Mark and any confusingly similar marks owned by Assignor;
- (c) the goodwill of the business connected with and symbolized by the Mark;

- (d) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

2. CONSIDERATION.

As consideration for the assignment of the Mark and the Assignor's representations and warranties, the Assignee is to pay the Assignor a single payment of \$1.00 no later than ninety days (90) days after the Effective Date.

3. ASSIGNOR'S REPRESENTATIONS AND WARRANTIES.

The Assignor hereby represents and warrants to the Assignee that it:

- (a) is the sole owner of all right, title, and interest in and to the Mark;
- (b) has not previously assigned or transferred the Mark, or agreed to do so;
- (c) has full power and authority to enter into this Assignment and to make the assignment as provided in Section 1;
- (d) is not aware of any violation, infringement, or misappropriation of any third party's rights (or any claim thereof) by the Mark;
- (e) is not aware of any third-party consents, assignments, or licenses that are necessary to perform under this Assignment; and
- (f) was not acting within the scope of employment of any third party when conceiving, creating, or otherwise performing any activity with respect to the Mark assigned in Section 1 of this Agreement;

The Assignor agrees to immediately notify the Assignee in writing if any facts or circumstances arise that would make any of the representations in this Assignment inaccurate.

4. ASSIGNEE'S REPRESENTATIONS AND WARRANTIES.

The Assignee hereby represents and warrants to the Assignor that it:

- (a) has full power and authority to enter into this Assignment; and
- (b) has sufficient resources to complete the transaction contemplated by this Assignment and the authority to commit such resources for the purposes of such transaction.

- (c) Assignee shall be solely responsible for any liabilities arising out of the operation of the Transferred Assets from the Effective Date on.

The Assignee agrees to immediately notify the Assignor in writing if any facts or circumstances arise that would make any of the representations in this Assignment inaccurate.

5. DOCUMENTATION.

The Assignor will, as soon as is reasonably possible following a request from the Assignee or as required by this Agreement, provide the Assignor with a complete copy of all documentation (in any format) relating to the Mark for the Assignee's own use, to meet record-keeping requirements of the Assignee, or to allow the Assignee to assert its rights granted pursuant to this Assignment. The Assignor will also, on request:

- (a) execute and deliver, or cause to be executed and delivered, to the Assignee any additional papers, including any separate assignments of the Mark, reasonably necessary to record the assignment in the United States and throughout the world;
- (b) generally do all other lawful acts reasonable and necessary to record the Assignment in the United States and throughout the world; and
- (c) execute all lawful papers reasonable and necessary for Assignee to obtain a trademark on any of the Marks and/or on any continuing, divisional, or reissue applications thereof.

6. NO FURTHER USE OF MARK ABSENT WRITTEN CONSENT.

After the Effective Date, the Assignor agrees to make no further use of the Mark or any marks confusingly similar thereto, except as authorized by the prior written consent of the Assignee, and the Assignor agrees to not challenge the Assignee's use or ownership, or the validity, of the Mark.

Assignor and Assignee have executed a Trademark Licensing Agreement, executed immediately after this Agreement, satisfying the requirements of this section pursuant to the terms of said Trademark Licensing Agreement.

7. SUCCESSORS AND ASSIGNS.

All references in this Assignment to the Parties shall be deemed to include, as applicable, a reference to their respective successors and assigns. The provisions of this Assignment shall be binding upon and shall inure to the benefit of the successors and assigns of the Parties.

8. NO IMPLIED WAIVER.

The failure of either Party to insist on strict performance of any covenant or obligation under this Assignment, regardless of the length of time for which such failure continues, shall not be deemed a waiver of such Party's right to demand strict compliance in the future. No consent or waiver, express or implied, to or of any breach or default in the performance of any obligation under this Assignment shall constitute a consent or waiver to or of any other breach or default in the performance of the same or any other obligation.

9. NOTICE.

Any notice or other communication provided for herein or given hereunder to a Party hereto shall be in writing and shall be given in person, by overnight courier, or by mail (registered or certified mail, postage prepaid, return receipt requested) to the respective Party as follows:

If to the Assignor:
HOLLYWOOD COSMETICS, LLC,
5042 WILSHIRE BLVD NO. 189
LOS ANGELES, CALIFORNIA 90036

If to the Assignee:
HOLLYWOOD IP HOLDINGS LLC,
5042 WILSHIRE BLVD, NO. 189
LOS ANGELES CA 90036

10. GOVERNING LAW.

This Assignment shall be governed by the laws of the state of California. In the event that litigation results from or arises out of this Assignment or the performance thereof, the Parties agree to reimburse the prevailing Party's reasonable attorneys' fees, court costs, and all other expenses, whether or not taxable by the court as costs, in addition to any other relief to which the prevailing Party may be entitled.

11. COUNTERPARTS/ELECTRONIC SIGNATURES.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which shall constitute one and the same instrument. For purposes of this Assignment, use of a facsimile, e-mail, or other electronic medium shall have the same force and effect as an original signature.

12. SEVERABILITY.

Whenever possible, each provision of this Assignment, will be interpreted in such manner as to be effective and valid under applicable law, but if any provision of this Assignment is held to be invalid, illegal, or unenforceable in any respect under any applicable law or

rule in any jurisdiction, such invalidity, illegality, or unenforceability will not affect any other provision or any other jurisdiction, but this Assignment will be reformed, construed, and enforced in such jurisdiction as if such invalid, illegal, or unenforceable provisions had never been contained herein.

13. ENTIRE ASSIGNMENT.

This Assignment, together with Schedule 1, constitutes the final, complete, and exclusive statement of the agreement of the Parties with respect to the subject matter hereof, and supersedes any and all other prior and contemporaneous agreements and understandings, both written and oral, between the Parties.

14. HEADINGS.

Headings used in this Assignment are provided for convenience only and shall not be used to construe meaning or intent.

The parties have executed this Agreement through their authorized representatives indicated below and by signing below each authorized representative acknowledges its receipt, reading, understanding and acceptance of this Agreement, as of the date first above written.

ASSIGNOR

HOLLYWOOD COSMETICS, LLC

DocuSigned by:
By: Eloy Sanchez
7CC8C302BA0546F...

Name: Eloy Sanchez
Title: Operations Manager

ASSIGNEE

HOLLYWOOD IP HOLDINGS LLC

DocuSigned by:
By: Eloy Sanchez
7CC8C302BA0546F...

Name: Eloy Sanchez
Title: Manager

SCHEDULE 1

LIST OF TRADEMARKS AND/OR SERVICE MARKS

| Trademark / Service Mark | Registration Number | Date of Registration |
|---------------------------------|----------------------------|-----------------------------|
| HOLLYWOOD CURL | 3663255 | August 4, 2009 |
| HOLLYWOOD | 4927654 | March 29, 2016 |
| NWC | 5585721 | October 16, 2018 |
| HOLLYWOOD COSMETICS | 6358860 | May 25, 2021 |

Trademark Assignment

RECORDED: 09/15/2021

**TRADEMARK
REEL: 007433 FRAME: 0065**