

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM697356

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
John Davenport		12/23/2021	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	butter LONDON, LLC		
<b>Also Known As:</b>	bL LLC		
<b>Street Address:</b>	6120 Powers Ferry Road, NW, Suite 300		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30339		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 30</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5276924	BLUSHCLUTCH	
<b>Registration Number:</b>	4257103		
<b>Registration Number:</b>	4260828	BUTTER LONDON	
<b>Registration Number:</b>	5276923	BRONZERCLUTCH	
<b>Registration Number:</b>	3079241	BUTTER LONDON	
<b>Registration Number:</b>	4679188	BUTTER LONDON	
<b>Registration Number:</b>	4230620	BUTTER LONDON	
<b>Registration Number:</b>	4479132	BUTTER LONDON	
<b>Registration Number:</b>	4857933	BUTTER LONDON	
<b>Registration Number:</b>	4956501	BUTTER LONDON	
<b>Registration Number:</b>	5134281	DOUBLE DECKER LASHES	
<b>Registration Number:</b>	4952639	ELECTRALASH	
<b>Registration Number:</b>	5360464	GLAZEN	
<b>Registration Number:</b>	4389322	HANDBAG HOLIDAY	
<b>Registration Number:</b>	4392159	HORSE POWER	
<b>Registration Number:</b>	5044604	ICONOCLAST	
<b>Registration Number:</b>	4951057	MELT AWAY	
<b>Registration Number:</b>	5272338	OH MY, HOW HIGH!	

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Property Type	Number	Word Mark
Registration Number:	4993999	P.D. QUICK DRY CONDITIONING DROPS
Registration Number:	4952143	PATENT SHINE 10X
Registration Number:	4984964	PLUSH RUSH
Registration Number:	5402394	PURE, POSH & PLAYFUL
Registration Number:	4993998	QUICKFIX MOISTURIZING CUTICLE BALM
Registration Number:	4462099	SCRUBBERS
Registration Number:	5286677	SHADOWCLUTCH
Registration Number:	4985104	SHEER WISDOM
Serial Number:	87340378	PURECURE PEEL-OFF GEL LACQUER
Serial Number:	87496214	STROKE OF WOW
Serial Number:	87052861	CRAFTED WITH CARE
Serial Number:	86537116	FIT LASH

**CORRESPONDENCE DATA**

**Fax Number:** 4045413113

*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:** 404 815 6070

**Email:** khamel@kilpatricktownsend.com

**Correspondent Name:** Kilpatrick, Townsend & Stockton, LLP.

**Address Line 1:** 1100 Peachtree Street NE, Suite 2800

**Address Line 4:** Atlanta, GEORGIA 30309

**ATTORNEY DOCKET NUMBER:** 1013828

**NAME OF SUBMITTER:** Karl Hamel

**SIGNATURE:** /Karl Hamel/

**DATE SIGNED:** 12/23/2021

**Total Attachments: 6**

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**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

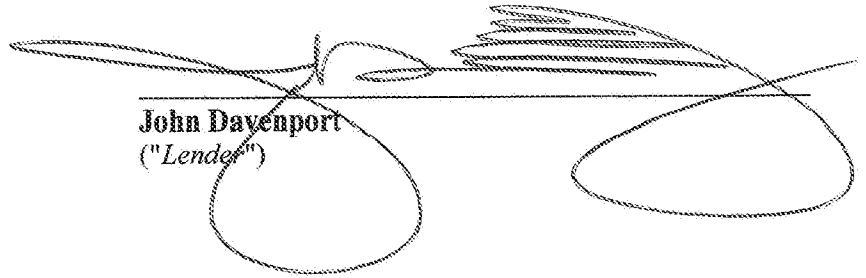
December 23, 2021

FOR VALUE RECEIVED, the undersigned, **JOHN DAVENPORT**, an individual ("**Lender**"), with a mailing address at c/o DTI Global, Two Ravina Drive, Suite 850, Atlanta, GA 30346, does hereby terminate, release and discharge to **butter LONDON, LLC**, a Delaware limited liability company formerly named bL, LLC (the "**Grantor**"), having a mailing address at 6120 Powers Ferry Road, NW, Suite 300, Atlanta, GA 30339, without recourse and without any representation or warranty of any kind, all of Lender's liens and security interests in and to the trademarks and trademark applications listed on Schedule A attached hereto, arising under that certain Intellectual Property Security Agreement, dated as of July 11, 2018, between Lender and Grantor, as recorded in the United States Patent and Trademark Office on July 17, 2018 at reel number 006383, Frame 0295 (the "**IP Security Agreement**").

This Release of Security Interest in Trademarks is intended to operate as a release of all liens and security interests granted and conveyed by Grantor to Lender pursuant to the terms of the IP Security Agreement, and to reassign to Grantor all of the Lender's rights, titles and interests acquired pursuant to the terms of the IP Security Agreement, in each case without any representation, warranty, recourse or undertaking by Lender.

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signature appears on the following page]

IN WITNESS WHEREOF, Lender has caused this Release of Security Interest in Trademarks to be signed on the date first written above.



John Davenport  
("Lender")

## SCHEDULE A

### Trademarks

Country	Trademark	Status	App. No.	App. Date	Reg. No.	Reg. Date
UNITED STATES	BLUSHCLUTCH	REGISTERED	86/690,155	7/10/2015	5,276,924	8/29/2017
UNITED STATES	BOTTLE TRADE DRESS	REGISTERED	85/602,496	4/19/2012	4,257,103	12/11/2012
WIPO	BOTTLE TRADE DRESS	REGISTERED	1139624	10/18/2012	1139624	10/18/2012
UNITED STATES	BOTTLE TRADE DRESS WITH butter LONDON (Stylized)	REGISTERED	85/602,502	4/19/2012	4,260,828	12/18/2012
WIPO	BOTTLE TRADE DRESS WITH butter LONDON (Stylized)	REGISTERED	1139623	10/18/2012	1139623	10/18/2012
EUROPEAN UNION (EUTM & RCD)	BOTTLE TRADE DRESS WITH butter LONDON (Stylized)	REGISTERED	1139623	10/18/2012	1139623	10/18/2012
UNITED STATES	BRONZERCLUTCH	REGISTERED	86/690,124	7/10/2015	5,276,923	8/29/2017
UNITED STATES	butter LONDON	REGISTERED	78/588,497	3/16/2005	3,079,241	4/11/2006
UNITED STATES	BUTTER LONDON	REGISTERED	85/234,868	2/4/2011	4,679,188	1/27/2015
UNITED STATES	BUTTER LONDON	REGISTERED	85/234,874	2/4/2011	4,230,620	10/23/2012
UNITED STATES	BUTTER LONDON	REGISTERED	85/980,812	2/4/2011	4,479,132	2/4/2014
CANADA	BUTTER LONDON	REGISTERED	1538416	8/4/2011	TMA992456	3/14/2018
HONG KONG	BUTTER LONDON	REGISTERED	301994996	8/4/2011	301994996	8/4/2011
NEW ZEALAND	BUTTER LONDON	REGISTERED	846981	8/3/2011	846981	2/4/2011
TAIWAN	BUTTER LONDON	REGISTERED	100039274	8/3/2011	1518707	5/16/2012
UNITED STATES	BUTTER LONDON	REGISTERED	86/460,749	11/20/2014	4,857,933	11/24/2015
EUROPEAN UNION (EUTM & RCD)	BUTTER LONDON	REGISTERED	014056881	5/13/2015	014056881	11/16/2015
WIPO	BUTTER LONDON	REGISTERED	1091209	8/3/2011	1091209	8/3/2011
EUROPEAN UNION (EUTM & RCD)	BUTTER LONDON	REGISTERED	1091209	8/3/2011	1091209	8/3/2011
JAPAN	BUTTER LONDON	REGISTERED	1091209	8/3/2011	1091209	8/3/2011
SOUTH KOREA	BUTTER LONDON	REGISTERED	1091209	8/3/2011	1091209	8/3/2011
AUSTRALIA	BUTTER LONDON	REGISTERED	1091209	8/3/2011	1091209	8/3/2011
CANADA	BUTTER LONDON	ALLOWED	1728808	5/19/2015		

COLOMBIA	BUTTER LONDON	REGISTERED	15113507	5/19/2015	571017	7/18/2017
MALAYSIA	BUTTER LONDON	REGISTERED	2015057485	5/15/2015	2015057485	7/27/2016
SINGAPORE	BUTTER LONDON	REGISTERED	40201508402W	5/20/2015	40201508402W	11/11/2015
THAILAND	BUTTER LONDON	REGISTERED	986623	5/20/2015	171111272	4/7/2017
THAILAND	BUTTER LONDON	REGISTERED	986624	5/20/2015	171108748	3/16/2017
AUSTRALIA	BUTTER LONDON	REGISTERED	1694250	5/18/2015	1694250	9/29/2016
UNITED STATES	BUTTER LONDON & Design	REGISTERED	86/312,212	6/17/2014	4,956,501	5/10/2016
AUSTRALIA	butter LONDON & Design	REGISTERED	1664821	12/16/2014	1664821	9/16/2016
CANADA	butter LONDON & Design	REGISTERED	1707579	12/17/2014	TMA991902	3/6/2018
EUROPEAN UNION (EUTM & RCD)	butter LONDON & Design	REGISTERED	013579925	12/16/2014	013579925	6/30/2015
MALAYSIA	butter LONDON & Design	REGISTERED	2014069032	12/17/2014	2014069032	7/26/2016
SINGAPORE	butter LONDON & Design	REGISTERED	40201402258V	12/16/2014	40201402258V	7/7/2015
EUROPEAN UNION (EUTM & RCD)	BUTTER LONDON ICONOCLAST	REGISTERED	013743695	2/16/2015	013743695	8/19/2015
UNITED STATES	CRAFTED WITH CARE	TO ABANDON	87/052,861	5/27/2016		
UNITED STATES	DOUBLE DECKER LASHES	REGISTERED	86/664,059	6/16/2015	5,134,281	1/31/2017
AUSTRALIA	DOUBLE DECKER LASHES	REGISTERED	1737478	11/26/2015	1737478	6/17/2016
EUROPEAN UNION (EUTM & RCD)	DOUBLE DECKER LASHES	REGISTERED	014840979	11/27/2015	014840979	7/29/2016
UNITED STATES	ELECTRALASH	REGISTERED	86/535,077	2/13/2015	4,952,639	5/3/2016
AUSTRALIA	ELECTRALASH	REGISTERED	1713348	8/11/2015	1713348	11/25/2015
EUROPEAN UNION (EUTM & RCD)	ELECTRALASH	REGISTERED	014461032	8/11/2015	014461032	3/8/2016
UNITED STATES	FIT LASH	TO ABANDON	86/537,116	2/17/2015		
EUROPEAN UNION (EUTM & RCD)	FIT LASH	REGISTERED	014461024	8/11/2015	014461024	3/8/2016
UNITED STATES	GLAZEN	REGISTERED	86/825,209	11/18/2015	5,360,464	12/19/2017
UNITED STATES	HANDBAG HOLIDAY	REGISTERED	85/653,657	6/15/2012	4,389,322	8/20/2013
UNITED STATES	HORSE POWER	REGISTERED	85/829,597	1/22/2013	4,392,159	8/27/2013

CANADA	HORSE POWER	REGISTERED	1636156	7/22/2013	TMA941608	6/22/2016
WIPO	HORSE POWER	REGISTERED	1170811	7/18/2013	1170811	7/18/2013
EUROPEAN UNION (EUTM & RCD)	HORSE POWER	REGISTERED	1170811	7/18/2013	1170811	7/18/2013
CHINA	HORSE POWER	REGISTERED	1170811	7/18/2013	1170811	7/18/2013
AUSTRALIA	HORSE POWER	REGISTERED	1170811	7/18/2013	1170811	7/18/2013
UNITED STATES	ICONOCLAST	REGISTERED	86/896,673	2/3/2016	5,044,604	9/20/2016
EUROPEAN UNION (EUTM & RCD)	ICONOCLAST	REGISTERED	015424153	5/11/2016	015424153	11/14/2016
CANADA	ICONOCLAST	REGISTERED	1786398	6/9/2016	TMA992195	3/9/2018
EUROPEAN UNION (EUTM & RCD)	LIPPY BLOODY BRILLIANT \	REGISTERED	013743653	2/16/2015	013743653	8/19/2015
CANADA	MELT AWAY	REGISTERED	1766143	2/2/2016	TMA985966	11/30/2017
UNITED STATES	MELT AWAY	REGISTERED	86/762,632	9/21/2015	4,951,057	5/3/2016
AUSTRALIA	MELT AWAY	REGISTERED	1744352	1/5/2016	1744352	7/8/2016
EUROPEAN UNION (EUTM & RCD)	MELT AWAY	REGISTERED	014967178	12/29/2015	014967178	8/3/2016
UNITED STATES	OH MY, HOW HIGH!	REGISTERED	87/040,174	5/17/2016	5,272,338	8/22/2017
EUROPEAN UNION (EUTM & RCD)	OH MY, HOW HIGH!	REGISTERED	015572001	6/22/2016	015572001	12/21/2016
UNITED STATES	P.D. QUICK DRY CONDITIONING DROPS	REGISTERED	86/401,944	9/22/2014	4,993,999	7/5/2016
UNITED STATES	PATENT SHINE 10X	REGISTERED	86/379,664	8/28/2014	4,952,143	5/3/2016
EUROPEAN UNION (EUTM & RCD)	PATENT SHINE 10X	REGISTERED	013743661	2/16/2015	013743661	8/19/2015
UNITED STATES	PLUSH RUSH	REGISTERED	86/627,454	5/12/2015	4,984,964	6/21/2016
EUROPEAN UNION (EUTM & RCD)	PLUSH RUSH	REGISTERED	014332563	7/3/2015	014332563	1/11/2016
CANADA	PLUSH RUSH	ALLOWED	1747915	9/28/2015		
AUSTRALIA	PLUSH RUSH	REGISTERED	1730327	10/26/2015	1730327	7/27/2017
EUROPEAN UNION	POLARIZED	REGISTERED	015570872	6/22/2016	015570872	12/22/2016

(EUTM & RCD)						
UNITED STATES	PURE, POSH & PLAYFUL	REGISTERED	87/052,873	5/27/2016	5,402,394	2/13/2018
UNITED STATES	PURECURE PEEL-OFF GEL LACQUER	ALLOWED	87/340,378	2/17/2017		
EUROPEAN UNION (EUTM & RCD)	PURECURE PEEL-OFF GEL LACQUER	REGISTERED	016439572	3/7/2017	016439572	9/20/2017
UNITED STATES	QUICKFIX MOISTURIZING CUTICLE BALM	REGISTERED	86/401,930	9/22/2014	4,993,998	7/5/2016
UNITED STATES	SCRUBBERS	REGISTERED	85/936,660	5/20/2013	4,462,099	1/7/2014
CANADA	SCRUBBERS	REGISTERED	1641288	8/28/2013	TMA943325	7/14/2016
WIPO	SCRUBBERS	REGISTERED	1182459	10/21/2013	1182459	10/21/2013
EUROPEAN UNION (EUTM & RCD)	SCRUBBERS	REGISTERED	1182459	10/21/2013	1182459	10/21/2013
CHINA	SCRUBBERS	REGISTERED	1182459	10/21/2013	1182459	10/21/2013
UNITED STATES	SHADOWCLUTCH	REGISTERED	86/501,135	1/12/2015	5,286,677	9/12/2017
EUROPEAN UNION (EUTM & RCD)	SHADOWCLUTCH	REGISTERED	013903794	4/1/2015	013903794	10/2/2015
UNITED STATES	SHEER WISDOM	REGISTERED	86/664,016	6/16/2015	4,985,104	6/21/2016
EUROPEAN UNION (EUTM & RCD)	SHEER WISDOM	REGISTERED	014507289	8/26/2015	014507289	4/22/2016
AUSTRALIA	SHEER WISDOM	REGISTERED	1730316	10/26/2015	1730316	4/22/2016
CANADA	SHEER WISDOM	ALLOWED	1753847	11/6/2015		
AUSTRALIA	SMOKESTICKS	REGISTERED	1713372	8/11/2015	1713372	8/11/2015
EUROPEAN UNION (EUTM & RCD)	SMOKESTICKS	REGISTERED	014461041	8/11/2015	014461041	3/8/2016
UNITED STATES	STROKE OF WOW	ALLOWED	87/496,214	6/19/2017		
EUROPEAN UNION (EUTM & RCD)	STROKE OF WOW	REGISTERED	016929044	6/27/2017	016929044	12/28/2017
CANADA	STROKE OF WOW	PENDING	1872957	12/13/2017		
AUSTRALIA	STROKE OF WOW	REGISTERED	1891964	12/5/2017	1891964	4/20/2018