

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM706254

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	Security Agreement
<b>RESUBMIT DOCUMENT ID:</b>	900665174

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BUTTER LONDON, LLC		12/23/2021	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Synovus Bank
<b>Street Address:</b>	3400 Overton Park Drive, 5th Floor
<b>City:</b>	Atlanta
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30339
<b>Entity Type:</b>	Bank: GEORGIA

## PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	5276924	BLUSHCLUTCH
Registration Number:	4257103	
Registration Number:	5276923	BRONZERCLUTCH
Registration Number:	3079241	BUTTER LONDON
Registration Number:	4679188	BUTTER LONDON
Registration Number:	4230620	BUTTER LONDON
Registration Number:	4479132	BUTTER LONDON
Registration Number:	4857933	BUTTER LONDON
Registration Number:	4956501	BUTTER LONDON
Registration Number:	5134281	DOUBLE DECKER LASHES
Registration Number:	4952639	ELECTRALASH
Registration Number:	5360464	GLAZEN
Registration Number:	4392159	HORSE POWER
Registration Number:	5044604	ICONOCLAST
Registration Number:	4951057	MELT AWAY
Registration Number:	5272338	OH MY, HOW HIGH!
Registration Number:	4993999	P.D. QUICK DRY CONDITIONING DROPS
Registration Number:	4952143	PATENT SHINE 10X

TRADEMARK

Property Type	Number	Word Mark
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
Registration Number:	5547068	STROKE OF WOW
Registration Number:	6433341	BUTTER LONDON
Serial Number:	90289830	BUTTER LONDON

**CORRESPONDENCE DATA**

**Fax Number:**

*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:** 404-873-8628  
**Email:** maryfrances.stirling@agg.com  
**Correspondent Name:** Arnall Golden Gregory LLP  
**Address Line 1:** 171 17th St. NW, Suite 2100  
**Address Line 2:** Mary Frances Stirling  
**Address Line 4:** Atlanta, GEORGIA 30363

<b>NAME OF SUBMITTER:</b>	Mary Frances Stirling
<b>SIGNATURE:</b>	/Mary Frances Stirling/
<b>DATE SIGNED:</b>	02/03/2022

**Total Attachments: 5**  
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## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM697342

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BUTTER LONDON, LLC		12/23/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Synovus Bank		
<b>Street Address:</b>	3400 Overton Park Drive, 5th Floor		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30339		
<b>Entity Type:</b>	Bank: GEORGIA		
<b>PROPERTY NUMBERS Total: 27</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>	5276923	BRONZERCLUTCH	
<b>Registration Number:</b>	3079241	BUTTER LONDON	
<b>Registration Number:</b>	4679188	BUTTER LONDON	
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<b>Registration Number:</b>	4479132	BUTTER LONDON	
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<b>Registration Number:</b>	5134281	DOUBLE DECKER LASHES	
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<b>Registration Number:</b>	5360464	GLAZEN	
<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!	
<b>Registration Number:</b>	4993999	P.D. QUICK DRY CONDITIONING DROPS	
<b>Registration Number:</b>	4952143	PATENT SHINE 10X	
<b>Registration Number:</b>	4984964	PLUSH RUSH	

OP \$690.00 5276924

Notice of Grant of Security Interest in U.S. Trademarks

December 23, 2021

To: United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to that certain Amended and Restated Loan and Security Agreement dated as of July 1, 2016 (as the same may have been and may be further amended, modified, extended or restated from time to time, the “Security Agreement”), by and among BUTTER LONDON, LLC, a Delaware limited liability company, certain other parties thereto, and SYNOVUS BANK, in its capacity as Lender (the “Lender”), the undersigned has granted a continuing security interest in and to, and Lien (as defined in the Security Agreement) upon, all right, title, and interest in the trademarks shown below to the Lender:

U.S. TRADEMARK REGISTRATIONS

	<u>Trademark</u>	<u>Jurisdiction</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>App. Date</u>	<u>Owner of Record</u>	<u>Status</u>
1	BLUSHCLUTCH	UNITED STATES	5,276,924	8/29/2017	86/690,155	7/10/2015	butter London, LLC	REGISTERED
2	BOTTLE TRADE DRESS	UNITED STATES	4,257,103	12/11/2012	85/602,496	4/19/2012	butter London, LLC	REGISTERED
3	BRONZERCLUTCH	UNITED STATES	5,276,923	8/29/2017	86/690,124	7/10/2015	butter London, LLC	REGISTERED
4	BUTTER LONDON	UNITED STATES	3,079,241	4/11/2006	78/588,497	3/16/2005	butter London, LLC	REGISTERED
5	BUTTER LONDON	UNITED STATES	4,679,188	1/27/2015	85/234,868	2/4/2011	butter London, LLC	REGISTERED
6	BUTTER LONDON	UNITED STATES	4,230,620	10/23/2012	85/234,874	2/4/2011	butter London, LLC	REGISTERED
7	butter LONDON	UNITED STATES	4,479,132	2/4/2014	85/980,812	2/4/2011	butter London, LLC	REGISTERED
8	BUTTER LONDON	UNITED STATES	4,857,933	11/24/2015	86/460,749	11/20/2014	butter London, LLC	REGISTERED
9	BUTTER LONDON & Design	UNITED STATES	4,956,501	5/10/2016	86/312,212	6/17/2014	butter London, LLC	REGISTERED
10	DOUBLE DECKER LASHES	UNITED STATES	5,134,281	1/31/2017	86/664,059	6/16/2015	butter London, LLC	REGISTERED

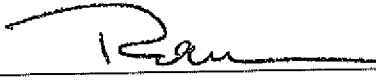
	<u>Trademark</u>	<u>Jurisdiction</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>App. Date</u>	<u>Owner of Record</u>	<u>Status</u>
11	ELECTRALASH	UNITED STATES	4,952,639	5/3/2016	86/535,077	2/13/2015	butter London, LLC	REGISTERED
12	GLAZEN	UNITED STATES	5,360,464	12/19/2017	86/825,209	11/18/2015	butter London, LLC	REGISTERED
13	HORSE POWER	UNITED STATES	4,392,159	8/27/2013	85/829,597	1/22/2013	butter London, LLC	REGISTERED
14	ICONOCLAST	UNITED STATES	5,044,604	9/20/2016	86/896,673	2/3/2016	butter London, LLC	REGISTERED
15	MELT AWAY	UNITED STATES	4,951,057	5/3/2016	86/762,632	9/21/2015	butter London, LLC	REGISTERED
16	OH MY, HOW HIGH!	UNITED STATES	5,272,338	8/22/2017	87/040,174	5/17/2016	butter London, LLC	REGISTERED
17	P.D. QUICK DRY CONDITIONING DROPS	UNITED STATES	4,993,999	7/5/2016	86/401,944	9/22/2014	butter London, LLC	REGISTERED
18	PATENT SHINE 10X	UNITED STATES	4,952,143	5/3/2016	86/379,664	8/28/2014	butter London, LLC	REGISTERED
19	PLUSH RUSH	UNITED STATES	4,984,964	6/21/2016	86/627,454	5/12/2015	butter London, LLC	REGISTERED
20	PURE, POSH & PLAYFUL	UNITED STATES	5,402,394	2/13/2018	87/052,873	5/27/2016	butter London, LLC	REGISTERED
21	QUICKFIX MOISTURIZING CUTICLE BALM	UNITED STATES	4,993,998	7/5/2016	86/401,930	9/22/2014	butter London, LLC	REGISTERED
22	SCRUBBERS	UNITED STATES	4,462,099	1/7/2014	85/936,660	5/20/2013	butter London, LLC	REGISTERED
23	SHADOWCLUTCH	UNITED STATES	5,286,677	9/12/2017	86/501,135	1/12/2015	butter London, LLC	REGISTERED
24	SHEER WISDOM	UNITED STATES	4,985,104	6/21/2016	86/664,016	6/16/2015	butter London, LLC	REGISTERED
25	STROKE OF WOW	UNITED STATES	5,547,068	08/21/2018	87/496,214	6/19/2017	butter London, LLC	REGISTERED
26	BUTTER LONDON	UNITED STATES	6,433,341	7/27/2021	90/289,830	10/30/2020	butter London, LLC	REGISTERED
27	BUTTER LONDON	UNITED STATES	PENDING	PENDING	90/289830	10/30/2020	butter London, LLC	PENDING

[Signature page to follow]

The undersigned and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or any of the goodwill associated therewith.

Very truly yours,

BUTTER LONDON, LLC, a Delaware limited liability company

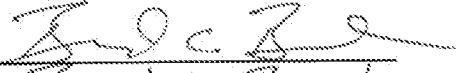
By:  (SEAL)

Name: Robert K. Cohen

Title: Executive Chairman and Chief Executive Officer

Acknowledged and Accepted:

SYNOVUS BANK

By:   
Name: Brad C. Beard  
Title: Director, Middle Market