

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM712473

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900666473		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maesa LLC		10/15/2021	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Hairitage IP LLC		
Street Address:	225 Liberty Street, Suite 2301		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10281		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88104825	HAIRITAGE	
Serial Number:	90089455	HAIRITAGE	
CORRESPONDENCE DATA			
Fax Number:	9143817608		
<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:	914-381-7600		
Email:	slocke@dorflaw.com		
Correspondent Name:	Scott D. Locke		
Address Line 1:	Dorf & Nelson LLP		
Address Line 2:	The International Corporate Center		
Address Line 4:	Rye, NEW YORK 10580		
ATTORNEY DOCKET NUMBER:	MAESA 90-US		
NAME OF SUBMITTER:	Scott D. Locke		
SIGNATURE:	/Scott D. Locke/		
DATE SIGNED:	03/07/2022		
Total Attachments: 4			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, **MAESA LLC**, a California limited liability company ("Assignor"), having an office and place of business located at 225 Liberty Street, Suite 2301, New York, NY, 10281, is the owner of the trademarks listed on the attached Schedule A (the "Marks"); and

WHEREAS, **HAIRITAGE IP LLC**, a New York limited liability company ("Assignee") having an office and place of business located at 225 Liberty Street, Suite 2301, New York, NY, 10281 is desirous of acquiring the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto the Assignee, its successors and assigns, all its right, title and interest in and to the Marks, and any corresponding foreign registrations and applications, together with the goodwill of the business in connection with which the Marks is used and which is symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks, along with any right to sue and recover for damages and profits.

ASSIGNOR:



Dated: October 15, 2021

By: _____

Name: Giovanni Pieraccioni

Title: Chief Executive Officer

ASSIGNEE:



Dated: October 15, 2021

By: _____

Name: Giovanni Pieraccioni

Title: Managing Member

SCHEDULE A

MARKS

Trademark/Service	Country	App. Serial No.	App. Filing Date	Reg. No.	Reg. Date
HAIRITAGE	US	88104825	September 5, 2018	6434898	July 27, 2021
HAIRITAGE	US	90089455	August 3, 3020		