

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM718074

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MOON JUICE VENTURES, LLC		03/28/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	MOON JUICE, INC.		
Street Address:	3771 LAS FLORES COURT		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90034		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 68			
Property Type	Number	Word Mark	
Serial Number:	90130032	ENER-CHI	
Serial Number:	90566442	SOURCE, DOSE, FORM	
Serial Number:	90566437	SOURCE, DOSE, FORM	
Serial Number:	90566432	SOURCE, DOSE, FORM	
Serial Number:	90566421	SUPERBRAIN	
Serial Number:	90536292	SUPERSEX	
Serial Number:	90667528	SUPER	
Serial Number:	90667501	SUPER	
Serial Number:	90667480	TING	
Registration Number:	6330182	SUPERPOWER	
Registration Number:	6234556	CLEAN. ACTIVE. POTENT.	
Registration Number:	6114423	SUPERBEAUTY	
Registration Number:	6065646	CLEAN. ACTIVE. POTENT.	
Registration Number:	6043980	COLLAGEN PROTECT	
Registration Number:	6043923	CLEAN. ACTIVE. POTENT.	
Registration Number:	6025060	INTELLIGENT SELF CARE	
Registration Number:	5957291	INTELLIGENT SELF CARE	
Registration Number:	5957290	INTELLIGENT SELF CARE	
Registration Number:	5957289	INTELLIGENT SELF CARE	

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Property Type	Number	Word Mark
Registration Number:	5951499	INTELLIGENT SELF CARE
Registration Number:	5934442	MAGNESI-OM
Registration Number:	5930385	NIGHT BEAUTY
Registration Number:	5893025	INTELLIGENT SELF CARE
Registration Number:	5881440	INTELLIGENT SELF CARE
Registration Number:	5870030	SUPERHAIR
Registration Number:	5796291	BEAUTY SHROOM
Registration Number:	5666746	SUPERYOU
Registration Number:	5785281	MOON JUICE BEAUTY SHROOM
Registration Number:	5730204	BEAUTY SHROOM
Registration Number:	5443068	MOON JUICE
Registration Number:	5443071	MOON DUST
Registration Number:	5443070	MOON JUICE
Registration Number:	5443069	MOON JUICE
Registration Number:	5360756	MOON DUST
Registration Number:	5351432	MOON DUST
Registration Number:	5351431	MOON DUST
Registration Number:	5351365	MOON BUTTER
Registration Number:	5351364	MOON BUTTER
Registration Number:	5351363	MOON BEAUTY
Registration Number:	5351362	MOON BEAUTY
Registration Number:	5330900	COSMIC IN A CUP
Registration Number:	5231309	DREAM DUST
Registration Number:	5171105	BRAIN DUST
Registration Number:	5171103	SPIRIT DUST
Registration Number:	5171101	BEAUTY DUST
Registration Number:	5171100	SEX DUST
Registration Number:	5171099	POWER DUST
Registration Number:	5152905	MOON DUST
Registration Number:	5152809	POWER DUST
Registration Number:	5152808	DREAM DUST
Registration Number:	5137725	MOON JUICE
Registration Number:	5018562	MOON JUICE
Registration Number:	5312407	PLANT-SOURCED ALCHEMY
Registration Number:	5127184	BRAIN DUST
Registration Number:	5127137	BEAUTY DUST
Registration Number:	5117618	MOON JUICE
Registration Number:	5117617	MOON JUICE

Property Type	Number	Word Mark
Registration Number:	5115063	MOON DUST
Registration Number:	5071968	MOON JUICE
Registration Number:	5063310	GOODNIGHT DUST
Registration Number:	5063309	SPIRIT DUST
Registration Number:	5063308	ACTION DUST
Registration Number:	5063306	SEX DUST
Registration Number:	5053701	MOON JUICE
Registration Number:	5053699	MOON JUICE
Registration Number:	5053696	MOON JUICE
Registration Number:	5053693	MOON JUICE
Registration Number:	4337381	MOON JUICE

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: 310-446-9900

Email: claudia@jrsnd.com

Correspondent Name: SUNNY S. NASSIM

Address Line 1: 1880 CENTURY PARK EAST, SUITE 900

Address Line 4: LOS ANGELES, CALIFORNIA 90067

NAME OF SUBMITTER:	SUNNY S. NASSIM
SIGNATURE:	/SSN/
DATE SIGNED:	03/31/2022

Total Attachments: 4

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ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, Moon Juice Ventures, LLC, Limited Liability Company from Delaware, having principal places of business of 507 Rose Avenue, Venice, California 90291 and 3535 Hayden Avenue, Suite 150, Culver City, California 90232, is the owner of all right, title and interest in and to the trademarks set forth in the Schedule attached hereto (the "Marks");

WHEREAS, MOON JUICE, INC., a Corporation from Delaware ("Assignee"), having a domicile at 3771 Las Flores Court, Los Angeles, California 90034, desires to acquire the entire right, title and interest in and to the Marks and the registrations thereof;

NOW, THEREFORE, for USD10.00 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged **THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE** the entire right, title and interest in and to the Marks and the registration thereof, together with the goodwill of the business symbolized by and associated with the Marks, including the right to take action for any infringements that occurred prior to or after the date of this Assignment, whether the infringement be an infringement under United States federal trademark law or common law or other law.

The Assignor hereby authorizes and requests the United States Trademark and Patent Office to issue the certificates of registration of the Marks to the Assignee as the owner of the entire interest, for the sole use of the said Assignee, its permitted successors, assigns and legal representatives, or to issue other documents as appropriate to record the Assignee as owner of the Marks.

The Assignor hereby warrants and undertakes that it will forthwith sign, upon request made by the Assignee, any further documentation that may be required to record the Assignee as the owner of the Marks at the United States Patent and Trademark Office or equivalent authority responsible for registering trademarks or recording ownership of trademarks.

This Assignment shall be binding upon the undersigned.

[SIGNATURE PAGE TO FOLLOW]

Assignor:

DATED: 3/28/22

Moon Juice Ventures, LLC

Elizabeth Ashmun

Assignee:

DATED: 3/28/22

MOON JUICE, INC.

Elizabeth Ashmun

SCHEDULE

TRADEMARKS

No.	Application/ Registration Number	Mark
1	90130032	ENER-CHI
2	90566442	SOURCE, DOSE, FORM
3	90566437	SOURCE, DOSE, FORM
4	90566432	SOURCE, DOSE, FORM
5	90566421	SUPERBRAIN
6	90536292	SUPERSEX
7	90667528	SUPER
8	90667501	SUPER
9	90667480	TING
10	6330182	SUPERPOWER
11	6234556	CLEAN. ACTIVE. POTENT.
12	6114423	SUPERBEAUTY
13	6065645	CLEAN. ACTIVE. POTENT.
14	6043980	COLLAGEN PROTECT
15	6043923	CLEAN. ACTIVE. POTENT.
16	6025060	INTELLIGENT SELF CARE
17	5957291	INTELLIGENT SELF CARE
18	5957290	INTELLIGENT SELF CARE
19	5957289	INTELLIGENT SELF CARE
20	5951499	INTELLIGENT SELF CARE
21	5934442	MAGNESI-OM
22	5930385	NIGHTBEAUTY
23	5893025	INTELLIGENT SELF CARE
24	5881440	INTELLIGENT SELF CARE
25	5870030	SUPERHAIR
26	5796291	BEAUTY SHROOM
27	5666746	SUPER YOU
28	5785281	MOON JUICE BEAUTY SHROOM
29	5730204	BEAUTY SHROOM
30	5443068	MOON JUICE
31	5443071	MOON DUST
32	5443070	MOON JUICE
33	5443069	MOON JUICE
34	5360756	MOON DUST
35	5351432	MOON DUST
36	5351431	MOON DUST
37	5351365	MOON BUTTER
38	5351364	MOON BUTTER
39	5351363	MOON BEAUTY
40	5351362	MOON BEAUTY

41	5330900	COSMIC IN A CUP
42	5231309	DREAM DUST
43	5171105	BRAIN DUST
44	5171103	SPIRIT DUST
45	5171101	BEAUTY DUST
46	5171100	SEX DUST
47	5171099	POWER DUST
48	5152905	MOON DUST
49	5152809	POWER DUST
50	5152808	DREAM DUST
51	5137725	MOON JUICE
52	5018562	MOON JUICE
53	5312407	PLANT-SOURCED ALCHEMY
54	5127184	BRAIN DUST
55	5127137	BEAUTY DUST
56	5117618	MOON JUICE
57	5117617	MOON JUICE
58	5115063	MOON DUST
59	5071968	MOON JUICE
60	5063310	GOODNIGHT DUST
61	5063309	SPIRIT DUST
62	5063308	ACTION DUST
63	5063306	SEX DUST
64	5053701	MOON JUICE
65	5053699	MOON JUICE
66	5053696	MOON JUICE
67	5053693	MOON JUICE
68	4337381	MOON JUICE