

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM723027

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900678926

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SJ Creations, Inc.		03/01/2022	Corporation:

RECEIVING PARTY DATA

Name:	L. & R. Distributors, Inc.
Street Address:	88 35th Street, Building 4, 5th Floor
City:	Brooklyn
State/Country:	NEW YORK
Postal Code:	11232
Entity Type:	Corporation: NEW YORK

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	97153716	MOONLIGHT BEACH BATH CO.
Serial Number:	97150702	HARPER & FRIENDS
Serial Number:	90798631	SJ NATURALS
Serial Number:	90799627	BEAUTY UNTOUCHED
Serial Number:	90795149	ENCINITAS BATH & BODY CO.
Serial Number:	90792716	SJ CLINICALS
Serial Number:	90788905	MANLORE
Serial Number:	90786235	HARPER & FRIENDS
Serial Number:	90781446	HARPER & FRIENDS
Serial Number:	90779438	LEUCADIA BATH CO.
Registration Number:	4263833	SJ SPA
Registration Number:	3193560	SPENSER & JENSEN
Registration Number:	2979734	SJ CREATIONS

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: 415-984-8700

Email: mpatton@omm.com
Correspondent Name: Madeleine Patton / Elio Livi Belloso
Address Line 1: Two Embarcadero Center, 28th Floor
Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER: 0674352-00009

NAME OF SUBMITTER: Madeleine Patton

SIGNATURE: /Madeleine Patton/

DATE SIGNED: 04/21/2022

Total Attachments: 6

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Agreement") is made and entered into on March 1, 2022 (the "Effective Date"), by and between SJ Creations, Inc., a California corporation (the "Assignor"), with an address of 175 Calle Magdalena, Encinitas, CA 82024 and L. & R. Distributors, Inc., a New York corporation (the "Recipient"), with an address of 88 35th Street, Building 4, 5th Floor, Brooklyn, NY, 11232.

1. **ASSIGNMENT.** Assignor hereby irrevocably assigns, transfers, and conveys to Recipient all of Assignor's right, title, and interest in and to the registered trademarks and trademark applications listed in the attached Schedule 1 (collectively, the "Assigned Trademarks") and the goodwill symbolized by and connected with the use of the Assigned Trademarks. This assignment includes all claims, actions, and demands arising out of the Assigned Trademarks, including actions for past, current, or future infringement, dilution, or violation of the Assigned Trademarks and the right to collect and retain all proceeds and damages for such actions. To the extent any intent-to-use applications for trademarks are included in the Assigned Trademarks, such intent-to-use applications are being assigned as part of the entire business or portion thereof to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. 1060.
2. **MISCELLANEOUS.** This agreement is governed by Delaware law.

Assignor and Recipient have executed this Agreement on the date set forth above.

ASSIGNOR:

SJ CREATIONS, INC.

By: 

Name: Rich Jusko

Title: COO

RECIPIENT:

L. & R. DISTRIBUTORS, INC.

By: 

Name: Marc Bodner

Title: CEO

[Signature Page to Trademark Assignment Agreement]

TRADEMARK
REEL: 007690 FRAME: 0322

Schedule 1

Assigned Trademarks

Mark	Country	Owner	Filing Date	Serial No.	Reg. Date	Reg. No.
MOONLIGHT BEACH BATH CO. & Design	United States	SJ CREATIONS, INC.	02-DEC-2021	97153716	N/A	N/A
HARPER & FRIENDS Design	United States	SJ CREATIONS, INC.	01-DEC-2021	97150702	N/A	N/A
SJ NATURALS	United States	SJ CREATIONS, INC.	28-JUN-2021	90798631	N/A	N/A
BEAUTY UNTOUCHED	United States	SJ CREATIONS, INC.	28-JUN-2021	90799627	N/A	N/A
ENCINITAS BATH & BODY CO.	United States	SJ CREATIONS, INC.	25-JUN-2021	90795149	N/A	N/A
SJ CLINICALS	United States	SJ CREATIONS, INC.	24-JUN-2021	90792716	N/A	N/A
MANLORE	United States	SJ CREATIONS, INC.	22-JUN-2021	90788905	N/A	N/A
HARPER & FRIENDS	United States	SJ CREATIONS, INC.	21-JUN-2021	90786235	N/A	N/A
HARPER & FRIENDS	United States	SJ CREATIONS, INC.	18-JUN-2021	90781446	N/A	N/A
LEUCADIA BATH CO.	United States	SJ CREATIONS, INC.	17-JUN-2021	90779438	N/A	N/A
SJ SPA	United States	SJ CREATIONS, INC.	25-APR-2012	85607858	25-DEC-2012	4263833
SPENSER & JENSEN	United States	SJ CREATIONS, INC.	27-FEB-2006	78824603	02-JAN-2007	3193560
SJ CREATIONS	United States	SJ CREATIONS, INC.	09-JAN-2004	78350196	26-JUL-2005	2979734