

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM723724

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HATCHBEAUTY BRANDS, LLC		04/20/2022	Limited Liability Company: DELAWARE
LUC & COCO LLC		04/20/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	TIGER FINANCE, LLC		
Street Address:	60 State Street, 11th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02109		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 62			
Property Type	Number	Word Mark	
Registration Number:	6031209	A BEAUTY & WELLNESS INCUBATOR	
Registration Number:	5282623	A TRICK OR TWO	
Registration Number:	4106949	ACTIVE BIOMIMETIC NUTRIENT COMPLEX	
Registration Number:	5234026	AMPLI-TINT	
Registration Number:	5192920	ATMOS SHIELD	
Registration Number:	5444209	AURADESCENCE	
Serial Number:	88589408	BE BEAUTY ESSENTIALS	
Registration Number:	5481713	BEAUTY'S MOST WANTED	
Registration Number:	5587506	BIG DEAL	
Registration Number:	5541870	BIG DREAMS SMALL PORES	
Registration Number:	5087976	BIG REVIVAL BODIFYING HAIR MASK	
Registration Number:	4994919	BODY BREAKTHROUGH	
Registration Number:	5201101	BOND & HYDE	
Registration Number:	5243065	BROW CHAMPION	
Registration Number:	5193083	CASHMERE SLIP	
Registration Number:	5429812	CASTING CALL	
Registration Number:	5381052	CIRCLE OF FRIENDS	

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Property Type	Number	Word Mark
Registration Number:	5187931	CLIMATE CHANGE
Registration Number:	5387472	COLLATERAL DAMAGE
Registration Number:	5047115	COMPLETE 12
Registration Number:	5388222	CREAM + POWDER = STAYING POWER
Registration Number:	5361056	DYNAMIC RENEWAL CREAM
Registration Number:	5195948	FIVE DEEP BREATHS
Registration Number:	5187930	FLASH LIGHT
Registration Number:	5397177	FORMER GLORY
Registration Number:	5330153	FORTIFINITY COMPLEX
Registration Number:	5350855	FOUND
Serial Number:	90083679	FOUND ACTIVE
Registration Number:	5193084	FULL DISCLOSURE
Registration Number:	5061139	FULL EXTENT
Registration Number:	5371023	GRAND OPENING
Registration Number:	5721370	HATCHBEAUTY
Registration Number:	4102561	HATCHBEAUTY AGENCY
Registration Number:	6098900	HATCHBEAUTY BRANDS
Registration Number:	6098901	HATCHBEAUTY BRANDS
Registration Number:	4102560	HATCHBEAUTY PRODUCTS
Registration Number:	5060816	HIGH SPIRITED WEIGHTLESS LEAVE IN CONDIT
Serial Number:	97162193	HONEY & SOUL
Registration Number:	5476405	JUNKEE GIRL
Registration Number:	5493581	LIP CRAFT
Registration Number:	5307504	LIQUE
Registration Number:	5337261	LIQUE REFLECTIONS
Registration Number:	5187929	LIQUID CROWN
Registration Number:	3302615	LITTLE DOCS
Registration Number:	5520122	MAGNIFYING GLASS
Registration Number:	5061144	MAX CAPACITY
Registration Number:	5087669	MEGA PLUMP 5 PROTEIN COMPLEX
Registration Number:	5371823	MIRACLE INGREDIENTS FROM AROUND THE WORL
Registration Number:	5187991	MULTI-PHASIC SHIELDING COMPLEX
Registration Number:	4994917	NATURE WELL
Registration Number:	5622100	NUTRI-BOOST
Serial Number:	88587695	BE BEAUTY ESSENTIALS
Serial Number:	87701217	FOUND
Serial Number:	88149562	FOUND
Serial Number:	97162178	FOUND

Property Type	Number	Word Mark
Serial Number:	88498520	NATUREWELL
Serial Number:	88498524	NATUREWELL NATURALS
Serial Number:	97225822	OF A KIND
Serial Number:	97162159	REFRESHER COURSE
Serial Number:	90786723	SCENT HAPPY
Serial Number:	90785313	STORY. BEAUTY
Serial Number:	90785331	WILDER

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: 2023704750

Email: ipteam@cogencyglobal.com

Correspondent Name: Jennifer Tindie

Address Line 1: 1025 Connecticut Ave., NW, Suite 712

Address Line 2: COGENY GLOBAL INC.

Address Line 4: Washington, D.C. 20036

ATTORNEY DOCKET NUMBER:	1654673
NAME OF SUBMITTER:	Janet S. Wamsley
SIGNATURE:	/Janet S. Wamsley/
DATE SIGNED:	04/25/2022

Total Attachments: 7

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “Agreement”), dated as of April 20, 2022, is entered into by and among **HATCHBEAUTY BRANDS, LLC**, a Delaware limited liability company, **HATCHBEAUTY AGENCY, LLC**, a Delaware limited liability company, and **LUC & COCO LLC**, a Delaware limited liability company, (collectively, the “Grantor”) and **TIGER FINANCE, LLC** (the “Assignee”), as Lender pursuant to that certain Purchase Order Financing and Security Agreement, dated as of February 28, 2022, among, among others, the Assignee and Grantor (as amended, restated, amended and restated, supplemented, restructured or otherwise modified from time to time, the “Credit Agreement”).

WHEREAS, pursuant to the Credit Agreement, the Grantor has granted in favor of Assignee a security interest in certain Collateral, including the Trademarks set forth on Schedule A.

NOW, THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantor and the Assignee hereby agree as follows:

1. Definitions. Capitalized terms not otherwise defined herein have the respective meanings ascribed to them in the Credit Agreement, as applicable. In addition, the following terms have the meanings set forth below:

“Trademarks” means all of the following included in the Collateral: (i) all registered and unregistered trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, logos, Internet domain names and other source or business identifiers, and all goodwill associated therewith, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all applications in connection therewith (excluding any intent-to-use applications filed pursuant to 15 U.S.C. § 1051(b)(1), provided that each such application shall become a “Trademark” under this Agreement upon such application becoming an application pursuant to 15 U.S.C. § 1051(a)(1)), whether in the U.S. Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, or otherwise, and all common-law rights related thereto, including, without limitation, any of the foregoing referred to on Schedule A hereto, and (ii) the right to obtain all renewals thereof.

2. Grant of Security Interest.

(a) Subject to the terms and conditions of the Credit Agreement, to evidence further the security interest granted by the Grantor to the Assignee pursuant to the Credit Agreement, Grantor hereby grants to the Assignee a security interest in all of Grantor’s right, title and interest in, to and under the Trademarks, whether now owned or existing or at any time hereafter acquired or arising and wherever located, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of Obligations.

(b) Schedule A hereto contains a true and accurate list of all registrations and applications for registration for the Trademarks (excluding Internet domain names) owned by Grantor and registered or pending before the U.S. Patent and Trademark Office existing as of the date hereof.

(c) The security interest granted hereby is granted concurrently and in conjunction with the security interest granted to the Assignee under the Credit Agreement. In the event that any of the provisions

of this Agreement are in conflict with the Credit Agreement, the provisions of the Credit Agreement shall govern.

3. Modifications.

This Agreement or any provision hereof may not be changed, waived, or terminated except in accordance with the amendment provisions of the Credit Agreement.

4. Recordation.

Grantor authorizes the Commissioner for Trademarks and any other government officials to record and register this Agreement upon request by the Assignee.

5. Applicable Law.

THE VALIDITY, INTERPRETATION AND ENFORCEMENT OF THIS AGREEMENT AND ANY DISPUTE ARISING OUT OF THE RELATIONSHIP BETWEEN THE PARTIES HERETO, WHETHER IN CONTRACT, TORT, EQUITY OR OTHERWISE, SHALL BE GOVERNED BY THE INTERNAL LAWS OF THE STATE OF NEW YORK BUT EXCLUDING ANY PRINCIPLES OF CONFLICTS OF LAW OR OTHER RULE OF LAW THAT WOULD CAUSE THE APPLICATION OF THE LAW OF ANY JURISDICTION OTHER THAN THE LAWS OF THE STATE OF NEW YORK.

6. Counterparts.

This Agreement may be executed in any number of counterparts, each of which shall be an original, but all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of this Agreement by fax or other electronic method of transmission shall have the same force and effect as the delivery of an original executed counterpart of this Agreement or any of such other Loan Documents. Any party delivering an executed counterpart of any such agreement by fax or other electronic method of transmission shall in a timely manner also deliver an original executed counterpart to the other party upon request, but the failure to do so shall not affect the validity, enforceability or binding effect of such agreement.

7. Successors and Assigns.

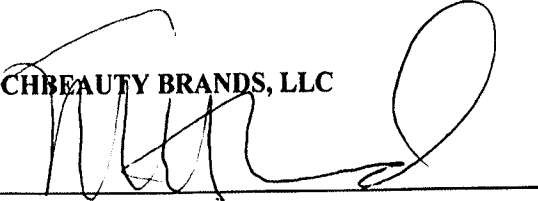
This Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

[Signature page follows.]

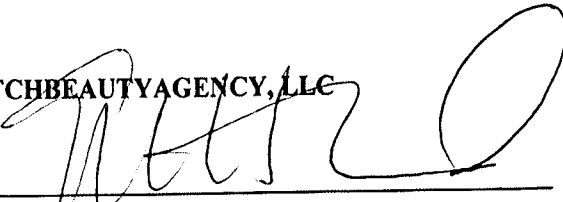
IN WITNESS WHEREOF, each of the undersigned has caused this Agreement to be duly executed and delivered as of the date first above written.

GRANTOR:

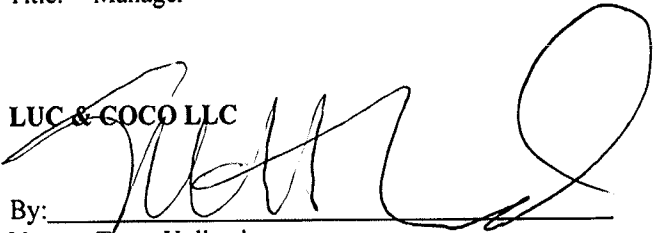
HATCHBEAUTY BRANDS, LLC

By: 
Name: Tracy Holland
Title: Manager

HATCHBEAUTY AGENCY, LLC

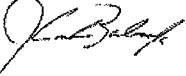
By: 
Name: Tracy Holland
Title: Manager

LUC & COCO LLC

By: 
Name: Tracy Holland
Title: President and Secretary

ASSIGNEE:

TIGER FINANCE, LLC

By: 
Name: Andy Babcock
Title: Managing Director

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[Signature Page to Intellectual Property Security Agreement]