

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM745709

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Petunia Products, Inc.		07/13/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Rodan & Fields, LLC		
Street Address:	60 Spear Street		
Internal Address:	Suite 600		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3100739	BROW BOOST	
CORRESPONDENCE DATA			
Fax Number:	9254728895		
<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:	925-472-5000		
Email:	tadmin@kilpatricktownsend.com, BCraig@kilpatricktownsend.com		
Correspondent Name:	R. Gwen Peterson		
Address Line 1:	Kilpatrick Townsend & Stockton LLP		
Address Line 2:	2175 North California Blvd., Suite 600		
Address Line 4:	Walnut Creek, CALIFORNIA 94596		
ATTORNEY DOCKET NUMBER:	1342568		
NAME OF SUBMITTER:	Beth Craig		
SIGNATURE:	/Beth Craig/		
DATE SIGNED:	08/03/2022		
Total Attachments: 3			
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OP \$40.00 3100739

Exhibit A

TRADEMARK ASSIGNMENT


This Trademark Assignment is made from Petunia Products, Inc., a California corporation, doing business as Billion Dollar Brows, and having a business address at 15 Hammond, Suite 301, Irvine, California 92618 (“Assignor”) and Rodan & Fields, LLC, a Delaware limited liability company having a business address at 60 Spear Street, Suite 600, San Francisco, California 94105 (“Assignee”). Assignor and Assignee agree as follows:

WHEREAS, Assignor claims and warrants that it owns all rights, title and interest of every kind, nature or description in and to the trademark listed in Schedule A to this Trademark Assignment (the “Mark”), including the trademark application and registration for the Mark, all of the goodwill pertaining to the Mark, all rights to use, register or renew registrations for the Mark, all rights to collect royalties for the licensing of the Mark, and all claims for infringement of the Mark (collectively, “All Rights in the Mark”); and

WHEREAS, Assignor and Assignee wish for Assignee to acquire All Rights in the Mark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark. The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Mark may be granted or renewed are to be held and enjoyed by Assignee for Assignee’s own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment and sale had not been made; including all claims for royalties for licensing of the Mark and damages by reason of past infringement(s) of the Mark, with the right to sue for and collect the same for its own use and benefit, and for the use, benefit and on behalf of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment to be effective as of July 13, 2022.

PETUNIA PRODUCTS, INC. DBA BILLION DOLLAR BROWS
(ASSIGNOR)
Dated: July 13, 2022
By: 
Name: Natalie Plain
Title: Chief Executive Officer

RODAN & FIELDS, LLC
(ASSIGNEE)
Dated: _____
By: _____
Name: Dimitri Haloulos
Title: Chief Executive Officer

Exhibit A

TRADEMARK ASSIGNMENT

This Trademark Assignment is made from Petunia Products, Inc., a California corporation, doing business as Billion Dollar Brows, and having a business address at 15 Hammond, Suite 301, Irvine, California 92618 (“Assignor”) and Rodan & Fields, LLC, a Delaware limited liability company having a business address at 60 Spear Street, Suite 600, San Francisco, California 94105 (“Assignee”). Assignor and Assignee agree as follows:

WHEREAS, Assignor claims and warrants that it owns all rights, title and interest of every kind, nature or description in and to the trademark listed in Schedule A to this Trademark Assignment (the “Mark”), including the trademark application and registration for the Mark, all of the goodwill pertaining to the Mark, all rights to use, register or renew registrations for the Mark, all rights to collect royalties for the licensing of the Mark, and all claims for infringement of the Mark (collectively, “All Rights in the Mark”); and

WHEREAS, Assignor and Assignee wish for Assignee to acquire All Rights in the Mark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark. The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Mark may be granted or renewed are to be held and enjoyed by Assignee for Assignee’s own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Trademark Assignment and sale had not been made; including all claims for royalties for licensing of the Mark and damages by reason of past infringement(s) of the Mark, with the right to sue for and collect the same for its own use and benefit, and for the use, benefit and on behalf of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment to be effective as of _____, 2022.

**PETUNIA PRODUCTS, INC. DBA BILLION DOLLAR BROWS
(ASSIGNOR)**

Dated: _____

By: _____
Name: Natalie Plain
Title: Chief Executive Officer

**RODAN & FIELDS, LLC
(ASSIGNEE)**

Dated: 7/13/2022 | 07:34 PDT

By: Dimitri Haloulos
Name: Dimitri Haloulos
Title: Chief Executive Officer

SCHEDULE A TO TRADEMARK ASSIGNMENT

Mark	Country	Serial No. Filing Date	Reg. No. Reg. Date
BROW BOOST	United States of America	78658779 June 27, 2005	3100739 June 6, 2006