OP \$840.00 564753

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM749721

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Perfectly Posh, LLC		06/14/2022	Limited Liability Company: UTAH

RECEIVING PARTY DATA

Name:	Innov8tive Nutrition, Inc.
Street Address:	901 Sam Rayburn Highway
City:	Melissa
State/Country:	TEXAS
Postal Code:	75454
Entity Type:	Corporation: TEXAS

PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Registration Number:	5647539	ALL MIXD UP
Serial Number:	87919201	BIG BATH BAR
Registration Number:	5637926	BIG FAT YUMMY
Serial Number:	87918901	CHUNK
Serial Number:	87918899	CHUNK!
Serial Number:	87594577	DEFIANT
Registration Number:	5951977	FÍZI
Registration Number:	6004965	FIZI BY PERFECTLY POSH
Registration Number:	5637906	GENDER BENDER
Serial Number:	87918971	GET PAID TO PAMPER
Registration Number:	5987282	IT'S POSH TO MEET YOU
Serial Number:	88508546	KNOSH
Registration Number:	5689210	LOOK NATURAL
Registration Number:	5684118	P
Registration Number:	5642661	P
Registration Number:	4452650	PERFECTLY POSH
Serial Number:	85424061	PERFECTLY POSH
Serial Number:	85424065	PERFECTLY POSH
Registration Number:	4348174	PERFECTLY POSH

TRADEMARK

REEL: 007826 FRAME: 0055

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Property Type	Number	Word Mark
Registration Number:	5974761	PERFECTLY POSH
Registration Number:	5970145	PERFECTLY POSH
Registration Number:	5880999	PERFECTLY POSH
Registration Number:	5637924	PINK ON THE BRINK
Serial Number:	87922477	PLAY FOOTSIE!
Registration Number:	5647580	POLKA-DOTTED
Registration Number:	6285554	POSH BODY
Serial Number:	87919205	SKIN STICK
Registration Number:	5684119	SNARKY BAR
Registration Number:	5952743	STRIPPER
Registration Number:	5817115	THE HEALER
Serial Number:	87922466	THE RITUAL
Registration Number:	5817113	VIAL
Registration Number:	5831202	WE SIMPLY PAMPER

CORRESPONDENCE DATA

Fax Number: 9723789115

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: 972-378-9111 trademark@fbfk.law

Correspondent Name: Kelly Kubasta

Address Line 1: 2500 Dallas Parkway Suite 600

Address Line 2: Suite 600

Address Line 4: Plano, TEXAS 75093

NAME OF SUBMITTER:	Kubasta, Kelly
SIGNATURE:	/Kelly Kubasta/
DATE SIGNED:	08/18/2022

Total Attachments: 26

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This Confirmatory Assignment of Trademarks ("Assignment") is made June 19, 2022 (the "Effective Date") by and between Perfectly Posh, LLC, a Utah limited liability company having a principal place of business at 222 South Main Street, Suite 1600, Salt Lake City, Utah 84101 (hereafter referred to as "Assignor"), and Innov8tive Nutrition, Inc., a Texas corporation having a principal place of business at 901 Sam Rayburn Highway, Melissa, Texas 75454 (hereafter referred to as "Assignee").

WHEREAS, on May 27, 2022, Assignor and Assignee executed an Asset Purchase Agreement whereby Assignee acquired from Assignor all of its assets; and

WHEREAS, at the time of execution of the Asset Purchase Agreement, Assignor owned all right, title and interest in and to the trademarks identified in Appendix A attached hereto, and the goodwill of the business symbolized thereby ("Trademarks"); and

WHEREAS, for purposes of confirming Assignee's ownership of the Trademarks pursuant to the Asset Purchase Agreement and publicly recording Assignee's ownership as of that date, Assignor desires to assign and transfer to Assignee all of its right, title and interest in and to the Trademarks, and Assignee desires to acquire the same; and

NOW, THEREFORE, in consideration of these premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and the Assignee agree as follows.

I. Assignment of Trademarks.

Assignor hereby sells, assigns and transfers to Assignee, its successors, assigns and legal representatives, all right, title and interest throughout the world in and to the Trademarks, together with all goodwill of the business symbolized by the Trademarks, as well as all rights to sue for past, present and future infringement of said Trademarks and all causes of action (either at law or equity) with respect thereto, the right of recovery, including but not limited to damages, for such infringement, and the right to assign the rights conveyed herein, the same to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives. Assignor hereby authorizes Assignee to record ownership of the Trademarks directly in Assignee's own name in any jurisdiction, municipality or agency in which recordation is required.

II. Further Documentation.

Assignor agrees to execute and provide to Assignee promptly after execution and delivery of this Assignment of Trademarks such further instruments and documents and assignments as may reasonably requested by Assignee and reasonably necessary to effectuate the purpose of this Assignment of Trademarks and to enable Assignee to record in Assignee's name all of Assignor's

CONFIRMATORY ASSIGNMENT OF TRADEMARKS

TRADEMARK REEL: 007826 FRAME: 0058

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rights in and to the Trademarks with the U.S. Patent and Trademark Office, the Canadian Intellectual Property Office, or any other appropriate governmental agency.

IN WITNESS WHEREOF, the parties have duly executed and delivered this Agreement as of the Effective Date.

PERFECTLY POSH, LLC ("ASSIGNOR")	INNOV8TIVE NUTRITION, INC. ("ASSIGNEE")
Authorized Agnature)	(Authorized Signature)
Printed Name	Terry La Core Printed Name
Managy Title/Postdon	President Tide/Position
6.14.22 Date Signed	Lo (14) 22 Date Signed

FÍZI	DEFIANT (abandoned)	CHUNK! (abandoned)	CHUNK (abandoned)	BIG BATH BAR (abandoned) BIG FAT VI MMY	Trademark ALL MIXD UP
US	US.	US	US	is S	Country
87/918,894	87/594,577	87/918,899	87/918,901	87/919,201 87/010 713	App. Ser. No. 87/918,961
May 13, 2018	Sep. 2, 2017	May 13, 2018	May 13, 2018	May 13, 2018	Filing Date May 13, 2018
5,951,977	n/a	n/a	n/a	n/a 5 637 026	Reg. No. 5,647,539
Dec. 31, 2019	n/a	n/a	n/a	n/a	Reg. Date Jan. 8, 2019
03 - Cosmetic preparations for baths; non-medicated bath preparations; bath bombs; non-medicated bath salts; mineral salt in the nature of bath salts not for medical purposes; non-medicated body soaks	03. Antiaging cleanser: Antiaging creams; Antiaging moisturizer: Antiaging toner; Beauty creams; Beauty lotions. Beauty masks; Beauty serums; Beauty soap, Body butter; Body olls; Cosmetic creams; Cosmetic preparations for skin care; Cosmetic soaps; Cosmetic preparations, namely, firming creams; Cosmetics; Exfoliant creams; Face oils; Lip balm; Non-medicated skin care preparations; Cleansing creams; Non-medicated lip protectors; Skin and body topical lotions, creams and oils for cosmetic use; Skin conditioning creams for cosmetic purposes; Body and face moisturizers	03. Non-medicated beauty soap; bar soap; beauty soap; cosmetic soap; natural soap bars; cream soaps; non-medicated soaps made from natural oils, natural extoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts	03 - Non-medicated beauty soap; bar soap; beauty soap; cosmetic soap; natural soap bars; cream soaps; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts	03 - Non-medicated beauty soap; bar soap; beauty soap; cosmetic soap; natural soap bars; cream soaps; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts	Class/Goods & Services 03 - Bath salts, not for medicated purposes; cosmetic bath salts; non-medicated body soaks

03 - Hand cream; hand lotions; skin lotions; skin creams; lip balm; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks	Feb. 18, 2020	5,987,282	May 13, 2018	87/919,210	US	IT'S POSH TO MEET YOU
35. Advertising, marketing and promotion services in the field of distributorships, person to person, wholesale, and retail selling	n/a	n/a	May 13, 2018	87/918,971	SO	GET PAID TO PAMPER (abandoned)
03 - bar soap; natural soap bars; non-medicated soaps made from natural oils, natural exfoliants, fragrance, and fruit, nut and plant extracts	Dec. 25, 2018	5,637,906	May 13, 2018	87/918,967	US	GENDER BENDER
25 - Shirts; aprons						
preparations; bath bombs; non-medicated bath salts; mineral salt in the nature of bath salts not for medical purposes; non-medicated body soaks	`		`	\$		
03 - Cosmetic preparations for baths; non-medicated bath	Mar. 10, 2020	6,004,965	May 13, 2018	87/918,896	US	FIZI BY PERFECTLY POSH
Class/Goods & Services	Reg. Date	Reg. No.	Filing Date	App. Ser. No.	Country	Trademark

88/	Lrademark Country	KNOSH (Abandoned) US																								
n/a n/a	try App. Ser. Filing Date No.	88/508,546																								
	Keg. No.																									
cosmetic preparion-medicated ski s, body moisturi care; skin lotion r soap; skin soap ody wash; non-mets, namely, lip n and contour pow uid foundation, (ting spray, make-ray, illuminating ceup, eye liner, in next. lip liner, lipsi eyebrow make-up nover, make-up r metics, lip palette ed of non-medic st spray, bath fizz salts, non-medic st spray, bath fizz salts, non-medic laupplements; diuteray and nutritic laupplements; diuteray and nutritic plements contain the form of gum nk mix, natural splements in the form of caps chocolates conta	Reg. Date		for skin care; no	face moisturizer	creams for skin	facial cream; ba	facial washes; b	skin care produ	contour cream	foundation, liq	primer, hair set	highlighting spi	powder for man	eyebrow pencil	eye make-up rei	containing cost	up kits compris	medicated bath	medicated foot	05 - Nutritional	supplements, d	supplements in	supplement dri	supplements in	30 - Chocolate;	
ations; cost in care preparers; body less, beauty loss, beauty loss, beauty loss, bath soap edicated sa noisturizets der, found ream foun up primer powder for ascara, eye tick, lip pri prowder, eye convert, eye convert, eye cated foot cated foot cated foot cated foot cated foot beated foot cated		cosmetic	on-medica	rs; body mo	care; skin le	ır soap; skin	odywash; no	icts, namely,	and contour	uid foundatio	ting spray, ma	ray, illuminatii	keup, eye imer, ner lin liner lii	, eyebrow make	mover, make-up	netics, lip palett	sed of non-medi	ısı spray, batırı ı saltş, non-medi	balm, non-med	l supplements; d	etary and nutri	plements conta the form of gr	ink mix; natur	the form of c	chocolates co	-

APPENDIX A - I RADEMARKS

	LOOK NATURAL	Trademark
	SU	Country
	87/918,908	Country App. Ser. No.
	87/918,908 May 13, 2018 5,689,210	Filing Date
	5,689,210	Reg. No.
	Mar. 5, 2019	Reg. Date
	19 03 - Cosmetics; cosmetic preparations for skin care; non-	e Class/Goods & Services

APPENDIX A - TRADEMARKS

	F& Design	P & Design
	S	S. I.
	2/9,01/18	87/918 892
	May 15, 2018	May 13 2018
	5,084,110	5 684 118
	Feb. 20, 2019	Fah 76 7019
16 · Catalogs, magazines, booklets, and brochures, all in the fields of cosmetics and beauty care; beauty related	lotions; beauty lotions; after-shave; after-shave liquid; non-medicated skin care preparations; cosmetic creams; body creams; hand lotions; hand cream; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; skin soap; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts; face and body lotions; body butter; body, hand, and face moisturizers; beauty gels; bath lotion; skin care preparation, namely, body polish; shower gel; non-medicated skin care preparation, namely, body mist; body oils; face oils; face creams; non-medicated exfoliating preparations for lips and skin; cosmetic body care preparations, namely, body mult; body mult and body polish; body masks; bacial lotion; facial cream; beauty serums; eye cream; eye lotions; hair shampoo; hair conditioners; non-medicated hair serums; hair masks; hair sheen spray; hair syling spray; styling sprays for enhancing hair waves and curls; foot scrub; non-medicated foot cream; non-medicated foot lotion; foot masks for skin care; cuticle cream; bath fizzies; bath bombs; bath salts, not for medicated purposes; cosmetic bath salts; non-medicated body soaks; body moisturizers; non-medicated herbal body care products, namely, salves; skin care preparations, namely, body balms; perfumes; perfumes in solid form; topical skin sprays for cosmetic purposes; make-up; make-up primer; cosmetic preparations, namely, salves; kin honers; non-medicated antiaging serum; antiaging moisturizer; antiaging toner; antiaging cosmetic bags containing cosmetics and non-medicated skin care preparations, kits and gift sets consisting of cosmetics and non-medicated skin care preparations; kits and gift sets consisting of cosmetics and non-medicated skin care preparations; make-up remover; tissues impregnated with make-up removering preparations	103. Cosmetics: cosmetic preparations for skin care: skin

APPENDIX A. I RADEMARKS

	Trademark Country
	App. Ser. Filing Date
	Reg. No. Reg. Date
publications, namely, hand-outs, workbooks, printed periodicals, and newsletters all in the fields of cosmetics and beauty care 25 - Shirts; hats; sweat shirts; sweat pants; ties as clothing; aprons 35 - Providing a website featuring business information, promotional and marketing information and materials in the field of cosmetics and skin care preparations; On-line retail store services featuring cosmetics and skin care preparation of promotional events for commercial or advertising purposes; Business development services, namely, providing support for the business of others; Wholesale and retail services by direct solicitation by sales agents in the field of cosmetics and skin care products; Administration of customer loyalty programs for commercial, promotional and advertising purposes, which provide free or discounted cosmetics and non-medicated skin care preparations; Distribution services, namely, distribution of advertising materials for others; promotional materials to independent salespersons; Sales promotional materials to independent salespersons; Sales promotion services; Business development services, namely, providing start-up support for business of others; Advertising, marketing and promotion services in the field of distributorships, person to person, wholesale, and retail selling; all the aforesaid services relating to cosmetics and beauty care and the direct selling of cosmetics and beauty care products	Class/Goods & Services

PERFECTLY POSH (abandoned)	PERFECTLY POSH & Design (cancelled) Sperfectly DOM PERFECTLY POSH & Design (cancelled)	P & Design	Trademark
US 85/424.061	ssign US 85/980,499	US 87/921,218	Country App. Ser.
1 Sep. 15, 2011	9 Sep. 15, 2011	8 May 15, 2018	. Filing Date
n/a	4,452,650 Dec.	5,642,661 Jan.	Reg. No. Re
n/a 04 - Candles	Dec. 17, 2013 O3 - Person hand soap body mist masks, sha balm, mas medicated medicated perfume, 1 essential o use, lip ext makeup, n aromatic b non-medic adding col milks, cost O5 - Scento fresheners 35 - Rende advertising developing media, for operation retail sellin	Jan. 1, 2019 18 - Ha for carr	Reg. Date
andles	03 - Personal care products, namely, hand lotion, hand balm, hand soap, body lotion, body butter, body balm, body soap, body mist spray, face lotion, face oils, face creams, exfoliating masks, shampoos, hair conditioners, massage cream, massage balm, massage oil, bath fizzies, bath beads, bath salts, non-medicated foot lotion, non-medicated foot balm, non-medicated foot balm, non-medicated lip balm, lip tint, perfume, perfume oils, nutritional oils for cosmetic purposes, essential oils for personal use, essential oils for atomatherapy use, lip exfoliators, mineral powders for use as cosmetic makeup, mineral makeup, aromatic oils, non-medicated aromatic body mists, aromatic lotions, aromatic bath salts, non-medicated aromatic bombs for the skin and body for adding color and scent to bath water, bath milks, beauty milks, cosmetic milks for the skin and body 05 - Scented and perfumed air and room freshener sprays and fresheners 35 - Rendering technical assistance in the nature of advertising, marketing, and promotional services by developing advertising campaigns for web pages and print media, for the purpose of assisting in the establishment and operation of distributorships, person to person, wholesale and retail selling services in the field of personal care products	18 - Handbags; tote bags; empty cosmetic bags, and cases used for carrying and displaying cosmetics to be sold	Class/Goods & Services

TRADEMARK **REEL: 007826 FRAME: 0066**

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APPENDIX A - TRADEMARKS

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S	N. 1	S	Country
85/9/8,911	85/078 011	85/424,065	App. Ser. No.
Sep. 15, 2011	San 15 2011	Sep. 15, 2011	Filing Date
4,348,174	4 348 174	n/a	Reg. No.
Jun. 4, 2013	Inn 4 2013	n/a	Reg. Date
hand soap, body lotion, body butter, body balm, body soap, body mist spray, face lotion, face oils, face creams, exfoliating masks, shampoos, hair conditioners, massage cream, massage balm, massage oil, bath fizzies, bath beads, bath salts, nonmedicated foot cream, non-medicated lip balm, lip tint, perfume, perfume oils, nutritional oils for cosmetic purposes, essential oils for personal use, essential oils for aromatherapy use, lip exfoliators, mineral powders for use as cosmetic makeup, mineral makeup, aromatic oils, non-medicated aromatic body mists, aromatic lotions, aromatic bath salts, non-medicated aromatic malks, aromatic lotions, aromatic bath salts, non-medicated aromatic both water, bath milks, beauty milks, cosmetic milks for the skin and body for adding color and scent to bath water, bath milks, beauty milks, cosmetic milks for the skin and body for adding color and fresheners] (Cancelled) [05 - Scented and perfumed air and room freshener sprays and fresheners] (Cancelled) [10 - Massaging apparatus for personal use] 35 - Rendering technical assistance in the nature of advertising, marketing, and promotional services by developing advertising campaigns for web pages and print media, for the purpose of assisting in the establishment and operation of distributorships, person to person, wholesale and retail selling services in the field of personal care products	13. Dersonal care products namely hand lotion hand halm	04 - Candles 10 - Massaging apparatus for personal use	Class/Goods & Services

APPENDIX A - TRADEMARKS

PERFECTLY POSH & Design	Trademark
US	Country
87/689,357	App. Ser. No.
87/689,357 Nov. 17, 2017	Filing Date
5,974,761	Reg. No.
Feb. 4, 2020	Reg. Date
medicated balm for use on hands, non-medicated hand soap, body lotion, body butter, skin care preparations, namely, body balm, body soap, namely, body bath soap and body cream soap, body mist spray, face lotion, face oils, face creams, exfoliating skin masks, shampoos, hair conditioners, massage cream, massage balm not for medicated purposes, massage oil, bath fizzies, bath beads, non-medicated bath salts, non-medicated foot totion, non-medicated lip balm, lip tint, perfume, perfume oils, nutritional oils for cosmetic purposes, essential oils for personal use, essential oils for aromatherapy use, non-medicated exfoliating preparations for lips, mineral powders for use as cosmetic makeup, mineral makeup, aromatic oils, non-medicated aromatic body mists, aromatic lotions, aromatic non-medicated bath salts, non-medicated aromatic bath bombs for the skin and body for adding color and scent to bath water, bath milks, beauty milks, cosmetic milks for the skin and body	Class/Goods & Services

TRADEMARK REEL: 007826 FRAME: 0069

		PERFECTLY POSH
		US
		87/918,888
		May 13, 2018
		5,970,145
		Jan. 28, 2020
18 - Handbags, tote bags, empty cosmetic bags, and cosmetic carrying cases sold empty	16 - Printed business supplies, marketing materials and sales aids, namely, order forms, business cards, letterhead paper, stationery, stickers, note paper, and printed planning sheets all in the fields of cosmetics and skin care preparations; catalogs, magazines, booklets, and brochures, all in the fields of cosmetics and beauty related publications, namely, hand-outs, workbooks, printed periodicals, and newsletters all in the fields of cosmetics and beauty care	03 - Skin lotions; beauty lotions; after-shave; after-shave lotions; after-shave liquid; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts; facial washes; facial lotion; facial cream; topical skin sprays for cosmetic purposes; beauty gels; bath lotion; skin care preparation, namely, body polish; shower gel; make-up; makeup primer; cosmetic preparations, namely, skin highlighter; skin bronzer; beauty serums; non-medicated skin serum; non-medicated hair serums; hair masks; hair sheen spray; hair styling spray; styling sprays for enhancing hair waves and curls; cosmetics, namely, lip primer; lip gloss; lip rouge; cheek colors; non-medicated body care products, namely, salves; skin care preparations, namely, salves; skin care preparations, namely, body mud and body polish; body masks; body scrubs; foot masks for skin care; non-medicated foot cream; cuticle cream; tanning creams; perfumes in solid form; non-medicated anti-aging serum; anti-aging moisturizer; anti-aging toner; anti-aging cleanser; antiaging creams; eye cream; eye lotions; make-up remover; tissues impregnated with make-up removing preparations; cosmetic bags containing cosmetics and non-medicated skin care preparations kits and gift sets consisting of cosmetics and non-medicated skin care preparations

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	25 - Shirts, hats, sweat shirts, sweat pants, ties as clothing,	Class/Goods & Services
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	PERFECTLY POSH & Design
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	88/002,534
	Jun. 15, 2018
	5,880,999
	Oct. 8, 2019
shave liquid; non-medicated skin care preparations; cosmetic creams; body creams; hand lotions; hand cream; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; skin soap; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts; face and body lotions; body butter; body, hand, and face moisturizers; beauty gels; bath lotion; body polish; shower gel; non-medicated skin care preparation, namely, body mist; body oils; face oils; face creams; non-medicated exfoliating preparations for lips and skin; cosmetic body care preparations, namely, body masks; hody scrubs; skin masks; beauty masks; facial masks; facial washes; facial lotion; facial cream; beauty serums; eye cream; eye lotions; hair shampoo; hair conditioners; non-medicated hair serums; hair masks; hair sheen spray; hair syling spray; styling sprays for enhancing hair waves and curls; foot scrub; non-medicated foot cream; non-medicated foot cream; non-medicated hord; sold soldy moisturizers; non-medicated body soaks; body moisturizers; non-medicated body care products, namely, salves; body balms; perfumes; perfumes in solid form; topical skin sprays for cosmetic purposes; make-up; make-up primer; cosmetic preparations, namely, skin highlighter; skin bronzer; non-medicated skin serum; lip balm; lip stains; lip tints; lip primer; lip gloss; lip rouge; lipstick; cheek colors; non-medicated skin care preparations, sold as a unit; kits and gift sets consisting of cosmetics and non-medicated skin care preparations, sold as a unit; kits and gift sets consisting of cosmetics and non-medicated skin care preparations, booklets, and brochures, all in the fields of cosmetics and beauty care; beauty related the fields of cosmetics and beauty care; beauty related	03 - cosmetics; cosmetic preparations for skin care; skin lotions: heapty lotions: after-shave after-shave lotions: after-shave

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

APPENDIX A - TRADEMARKS

	Trademark Country App. Ser. Filing Date Reg. No. Reg. Date
periodicals, and newsletters all in the fields of cosmetics and beauty care 18 - handbags; tote bags; empty cosmetic bags, cosmetic carrying cases sold empty, and cases used for carrying cosmetics to be sold separately 25 - shirts, hats, sweat shirts, sweat pants, ties as clothing, aprons 35 - Providing a website featuring business information, promotional and marketing information and materials in the field of cosmetics and skin care preparations; Dissemination of advertising materials; Organization of promotional events for commercial or advertising purposes; Business development services, namely, providing support for the business of others; Wholesale and retail services by direct solicitation by sales agents in the field of cosmetics and skin care preparations; Shop at home parties featuring cosmetics and skin care products; Customer loyalty programs for commercial, promotional and advertising purposes; Distribution services, namely, distribution of advertising materials for others; promotion services; Organization of promotional events for commercial or advertising purposes; Business development services, namely, providing start-up support for business of others; Advertising, marketing and promotion services in the field of distributorships, person to person, wholesale, and retail selling; all the aforesaid services relating to cosmetics and beauty care and the direct selling of cosmetics and beauty	Class/Goods & Services

	Jan. 7, 2020	5,952,743	May 13, 2018	87/918,969	S	STRIPPER
03 - Non-medicated beauty soap; bar soap; beauty soap; cosmetic soap; natural soap bars; cream soaps; non-medicated soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts	Feb. 26, 2019	5,684,119	May 13, 2018	87/918,963	SU	SNARKY BAR
03 - Cosmetics; non-medicated salves; lip balms; body balms; body and face moisturizers; body moisturizers; Shea butter for cosmetic purposes	n/a	n/a	May 13, 2018	87/919,205	SU	SKIN STICK (abandoned)
03 - Cosmetics preparations for skin care; non-medicated skin care preparations; cosmetic creams; body butter; body wash, body creams; body oil; body lotions; tanning creams; non-medicated skin serum; beauty serums; perfumes in solid form; after-shave; after-shave lotions; after-shave liquid	Mar. 9, 2021	6,285,554	May 13, 2018	87/918,902	S	POSH BODY
16 - Beauty related publications, namely, hand-outs, printed periodicals, and newsletters all in the fields of cosmetics and beauty care; newsletters in the field of cosmetics and beauty products	Jan. 8, 2019	5,647,580	May 15, 2018	87/921,445	SU	POLKA-DOTTED
03 - Foot scrub; foot masks for skin care; non-medicated foot cream; non-medicated foot lotion; non-medicated foot cream; cuticle cream; non-medicated exfoliating preparations for skin	n/a	n/a	May 15, 2018	87/922,477	S	PLAY FOOTSIE! (abandoned)
8 16 - Beauty related publications, namely, hand-outs, printed periodicals, and newsletters all in the fields of cosmetics and beauty care; newsletters in the field of cosmetics and beauty products	Dec. 25, 2018	5,637,924	May 13, 2018	87/919,206	SU	PINK ON THE BRINK
Class/Goods & Services	Reg. Date	Reg. No.	Filing Date	App. Ser. No.	Country	Trademark

WE SIMPLY PAMPER	VIAL	THE RITUAL (abandoned)	THE HEALER	Trademark
US	SO	US	US	Country
87/927,127	87/918,862	87/922,466	87/918,966	App. Ser. No.
May 18, 2018	May 12, 2018	May 15, 2018	May 13, 2018	Filing Date
5,831,202	5,817,113	n/a	5,817,115	Reg. No.
Aug. 13, 2019	Jul. 30, 2019	n/a	Jul. 30, 2019	Reg. Date
35 - Advertising, marketing and promotion services in the field of distributorships, person to person, wholesale, and retail selling	03 - lip stains; lip tints; cosmetics, namely, lip primer; lip gloss; lipstick; lip rouge	03 - Cosmetics; cosmetic preparations for skin care; facial masks; skin masks; beauty masks	03 - Cosmetic preparations for skin care; non-medicated skin care preparations; body and face moisturizers; body moisturizers; non-medicated body care salves for moisturizing, smoothing, exfoliating, and fragrance; non-medicated skin care body balms for moisturizing, smoothing, exfoliating, and fragrance; lip balms; non-medicated beauty soap; bar soap; beauty soap; cosmetic soap; natural soap bars; cream soaps; non-medicated soaps made from natural oils, natural exfoliants, fragrance, and fruit, nut and plant extracts	Class/Goods & Services

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	Canada
	1,905,137
	Jun. 19, 2018
	TBD
	TBD
16 - Catalogs, magazines, booklets, and brochures, all in the fields of cosmetics and beauty care; beauty related publications, namely, hand-outs, workbooks, printed	03 · Cosmetics; cosmetic preparations for skin care; skin lotions; beauty lotions; after-shave; after-shave lotions; after-shave liquid; non-medicated skin care preparations; cosmetic creams; body creams; hand lotions; hand cream; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; skin soap; nonmedicated skin soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts; face and body lotions; skin moisturizers; body, hand, and face moisturizers; beauty gels; bath lotion; body polish; shower gel; non-medicated skin care preparation, namely, body mist; body oils; face oils; face creams; non-medicated exfoliating preparations for lips and skin; cosmetic body care preparations, namely, body mud and body polish; body masks; body scrubs; skin masks; beauty masks; facial masks; facial washes; facial lotion; facial cream; beauty serums; eye cream; eye lotions; hair shampoo; hair conditioners; non-medicated hair serums; hair masks; hair sheen spray; hair styling spray; styling sprays for enhancing hair waves and curls; foot scrub; non-medicated foot cream; cuticle cream; bath fizzies; bath bombs; bath salts, not for medicated purposes; cosmetic bath salts; non-medicated body soaks; body moisturizers; anke-up primer; skin highlighter; skin bronzer; non-medicated skin serum; lip balm; lip stains; lip tints; lip primer; lip gloss; lip rouge; lipstick; cheek colors; non-medicated skin toners; antiaging serum; antiaging creams; cosmetic bags containing cosmetics and skin care preparations; make-up primer; tissues impregnated with make-up removing preparations; body mist spray; scented body spray; make-up setting spray; skin tanning spray; cosmetic skin spray, namely spray foundation and coverup

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

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TRADEMARK **REEL: 007826 FRAME: 0076**

CONFIRMATORY ASSIGNMENT OF TRADEMARKS

APPENDIX A - I RADEMARKS

		Trademark Country App. Ser.
		er. Filing Date Reg. No. Reg. Date
38 - Providing access to a website featuring business information, promotional and marketing information and materials in the field of cosmetics and skin care preparations and in the field of the direct sales of cosmetics and skin care preparations	services relating to cosmetics and beauty care and the direct selling of cosmetics and beauty care products	Class/Goods & Services

creams; body creams; hand lotions; hand cream; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; skin soap; nonmedicated skin soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts; face and body lotions; skin moisturizers; body, hand, and face moisturizers; beath lotion; body polish; shower gel; non-medicated skin care preparation, namely, body mist; body oils; face oils; face creams; non-medicated exfoliating preparations for lips and skin; cosmetic body care preparations, namely, body mud and	creams body creams, hand dorions hand cream, har soap; beauty soap; consented soap hand cream, har soap; hand beauty soap; consented soap hand cream har soap; soap; nonmedicated skin soaps made from natural oils; soaps; made from natural oils; soaps; made from natural oils; hand the consented milles, fragmare, and fruit, mut and plant extracts for and body lotions skin moisturizers; body, hand, and face moisturizers; beauty geds; bath fotion; body polish; shower gel; non-medicated skin can preparation, annely, body mid an body polish; shower gel; non-medicated skin can preparation, smarely, body mid an body polish; shower gel; non-medicated skin can preparation, smarely, body mid an body polish; show and show and shin; consente body care preparations, namely, body mid an body polish; body made show and shin; consented soad soaps; shing sprays; for enhancing hair waves; and curls; for scrub, remarks; hair shing sprays; so free chancing hair waves; and curls; for scrub, non-medicated foot cream; hair waves; and curls; for scrub, non-medicated foot cream; non-medicated body soaks; body moisturizers; slave; body halms; perfumes; perfume; in solid form; make-up make-up primer; skin broater; non-medicated shin serum; lip balm; lip stains; lip frints; lip primer; lip gelse, but have been primer; skin broater; non-medicated shin care; market preparations; shin and gelf series consisting of comments; and skin care preparations; skin to mere; anti-aging serum; anti-aging moisturizer; anti-aging toner; anti-aging toner; anti-aging comments; and skin care preparations; skin and gelf series consisting of comments; and skin care preparations; skin and gelf series consisting of comments; and skin care preparations; skin and gelf series and scing and and covern mere and and covern mere and and covern mere for the scing preparation and covern mere and covern mere for the scing preparation and covern mere and covern mere for the scing preparation and covern mere for the scing preparation and covern mere for the scing preparation	PERFECTLY POSH	Canada	1,904,050	Jun. 13, 2018	TBD	TBD	03 - Cosmetics; cosmetic preparations for skin care; skin lotions; beauty lotions; after-shave; after-shave lotions; after-shave liquid; non-medicated skin care preparations; cosmetic
body polish; body masks; body scrubs; skin masks; beauty masks; facial masks; facial masks; facial washes; facial cream; beauty serums; eve cream; eve lotion; facial cream; conditioners; non-medicated hair scrums; hair masks; hair sheen spray; hair styling sprays for enhancing hair waves and curls; foot scrub; non-medicated foot cream; non-medicated foot cream; cuticle cream; bath fizzies; bath bombs; bath salts, not for medicated purposes; cosmetic bath salts; non-medicated body soaks; body moisturizers; salves; body balms; perfumes in solid form; make-up; make-up primer; skin highlighter; skin bronzer; non-medicated skin serum; lip balm; lip stains; lip tints; lip primer; lip gloss; lip rouge; lipstick; chek colors; non-medicated skin toners; anti-	aging serum; antraging moisturizer; antraging moisturizer; antraging cleanser; antraging cleanser; antraging cleanser; antraging cleanser; antraging creams; cosmetic bags containin cosmetics and skin care preparations; kits and gift sets consisting of cosmetics and skin care preparations; maked remover; tissues impregnated with make-up removing preparations; body mist spray; scented body spray; maked setting spray; skin tanning spray; cosmetic skin spray, name spray foundation and covering							creams; body creams; hand lotions; hand cream; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; soap; nonmedicated skin soaps made from natural oils, natural exfoliants, essential oils, cosmetic milks, fragrance and fruit, nut and plant extracts; face and body lotions; sk moisturizers; body, hand, and face moisturizers; beauty ge bath lotion; body polish; shower gel; non-medicated skin opreparation, namely, body mist; body oils; face oils; face creams; non-medicated exfoliating preparations for lips ar skin; cosmetic body care preparations, namely, body mud body polish; body masks; body scrubs; skin masks; beauty masks; facial masks; facial washes; facial lotion; facial cream beauty serums; eye cream; eye lotions; hair shampoo; hair conditioners; non-medicated hair serums; hair masks; hair sheen spray; hair styling spray; styling sprays for enhancing hair waves and curls; foot scrub; non-medicated foot cream; cuticle cream; bath fizzies; bath bor bath salts, not for medicated purposes; cosmetic bath salts non-medicated body soaks; body moisturizers; salves; body balms; perfumes; perfumes in solid form; make-up; balm; lip stains; lip tints; lip primer; lip gloss; li rouge; lipstick; cheek colors; non-medicated skin toners; a

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for the businesses of others; providing business management start-up support for other businesses; advertising services provided to others in the field of distributorships, person to person selling, wholesale, and retail selling, all the aforesaid	
cosmetics and beauty care and the direct selling of cosmetics and beauty care products; developing promotional campaigns	
and retail selling, all the aforesaid services relating to	
of cosmetics; creating advertising material for others in the	
developing marketing strategies and marketing programs for	
direct marketing of the goods and services of others; providing sales promotion information in the field of social media;	
and beauty industries; business marketing consulting services;	
advertising purposes; business management advice regarding strategy, marketing, social media and sales in the cosmetics	
organization of promotional events for commercial and	
promotional materials to independent salespersons;	
promoting services of others through distribution of	
promotional and advertising purposes; distribution services,	
products; customer loyalty programs for commercial,	
agents in the field of cosmetics and skin care preparations; shop at home parties featuring cosmetics and skin care	
wholesale and retail services by direct solicitation by sales	
promotional events for commercial and advertising purposes;	
and skin care preparations, via a website; dissemination of	
marketing information and materials in the fields of cosmetics and skin care preparations and the direct sales of cosmetics	
35 - Providing business information, promotional and	
25 · Shirts, hats, sweat shirts, sweat pants, ties, aprons	
18 - Handbags; tote bags; empty cosmetic bags, and cases used for carrying and displaying cosmetics to be sold	
periodicals, and newsletters all in the fields of cosmetics and beauty care	

APPENDIX A - I RADEMARKS

Trademark Country No. Reg. No. Reg. Date Class/Goods & Services services relating to cosmetics and beauty care and the direct selling of cosmetics and beauty care and the direct selling of cosmetics and beauty care products 38 - Providing access to a website featuring business information, promotional and marketing information and materials in the field of cosmetics and skin care preparations and in the field of the direct sales of cosmetics and skin care preparations			
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Class/Goods & Services services relating to cosmetics and beauty care and the direct selling of cosmetics and beauty care products 38 - Providing access to a website featuring business information, promotional and marketing information and materials in the field of cosmetics and skin care preparations and in the field of the direct sales of cosmetics and skin care preparations			le .
Class/Goods & Services relating to cosmetics and beauty care and the direct of cosmetics and beauty care products roviding access to a website featuring business nation, promotional and marketing information and last in the field of cosmetics and skin care preparations the field of the direct sales of cosmetics and skin care rations	38 - Pi inforn materi and in prepai	service selling	
Class/Goods & Services ing to cosmetics and beauty care and the direct smetics and beauty care products g access to a website featuring business , promotional and marketing information and the field of cosmetics and skin care preparations eld of the direct sales of cosmetics and skin care	ovidir nation, lals in the fi	s relat of cos	
Class/Goods & Services cosmetics and beauty care and the direct and beauty care products st o a website featuring business otional and marketing information and ld of cosmetics and skin care preparations the direct sales of cosmetics and skin care	g acce prom the fie eld of	ing to metics	
Goods & Services tics and beauty care and the direct eauty care products website featuring business I and marketing information and osmetics and skin care preparations ect sales of cosmetics and skin care	ss to a otiona ld of c the dir	cosme and b	Class/
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APPENDIX A - TRADEMARKS

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	Oct. 22, 2021
16 - Catalogs, magazines, booklets, and brochures, all in the fields of cosmetics and beauty care; beauty related publications, namely, hand-outs, workbooks, printed	O3 · Cosmetics; cosmetic preparations for skin care; skin holtions; beauty lotions; after-shave lotions; after-shave liquid; non-medicated skin care preparations; cosmetic creams; body creams; hand lotions; hand cream; bar soap; beauty soap; cosmetic soap; natural soap bars; body wash; skin soap; natural exfoliants, essential oils, cosmetic milks, fragrance, and fruit, nut and plant extracts; face and body lotions; skin moisturizers; body, hand, and face moisturizers; beauty gels; bath lotion; body polish; shower gel; non-medicated skin care preparation, namely, body mist; body oils; face oils; face creams; non-medicated exfoliating preparations for lips and skin; cosmetic body care preparations, namely, body mud and body polish; body masks; body scrubs; skin masks; beauty masks; facial masks; facial washes; facial lotion; facial cream; beauty serums; eye cream; eye lotions; hair shampoo; hair conditioners; non-medicated hair serums; hair masks; hair sheen spray; hair styling spray; styling sprays for enhancing hair waves and curls; foot scrub; non-medicated foot cream; non-medicated foot cream; cuticle cream; bath fizzies; bath bombs; bath salts, not for medicated purposes; cosmetic bath salts; non-medicated body soaks; body moisturizers; salves; body balms; perfumes; perfumes in solid form; make-up; make-up primer; skin highlighter; skin bronzer; non-medicated skin serum; lip balm; lip stains; lip tints; lip primer; lip gloss; lip rouge; lipstick; cheek colors; non-medicated skin toners; antiaging serum; antiaging moisturizer; antiaging toner; antiaging cleanser; antiaging creams; cosmetic bags containing cosmetics and skin care preparations; make-up remover; tissues impregnated with make-up removing preparations; body mist spray; scented body spray; make-up setting spray; skin tanning spray; cosmetic skin spray, namely spray foundation and coverup

provided to others in the field of distributorships, person to person selling, wholesale, and retail selling, all the aforesaid	
start-up support for other businesses; advertising services	
and beauty care products; developing promotional campaigns for the businesses of others; providing business management	
cosmetics and beauty care and the direct selling of cosmetics	
and retail selling, all the aforesaid services relating to	
of cosmetics; creating advertising material for others in the field of distributorships, person to person selling wholesale	
others; developing and promoting distributorships in the field	
developing marketing strategies and marketing programs for	
direct marketing of the goods and services of others; providing	
and beauty industries; business marketing consulting services;	
strategy, marketing, social media and sales in the cosmetics	
advertising purposes; business management advice regarding	
organization of promotional events for commercial and	
promotional materials to independent salespersons;	
promoting services of others through distribution of	
namely, distribution of advertising materials for others;	
promotional and advertising purposes; distribution services,	
products; customer loyalty programs for commercial,	
shop at home parties featuring cosmetics and skin care	
agents in the field of cosmetics and skin care preparations:	
wholesale and retail services by direct solicitation by sales	
advertising materials on behalf of others; organization of	
and skin care preparations, via a website; dissemination of	
and skin care preparations and the direct sales of cosmetics	
marketing information and materials in the fields of cosmetics	
35. Providing husiness information, promotional and	
25 · Shirts, hats, sweat shirts, sweat pants, ties, aprons	
18. Handbags; tote bags; empty cosmetic bags, and cases used for carrying and displaying cosmetics to be sold	
beauty care	
periodicals, and newsletters all in the fields of cosmetics and	

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

APPENDIX A. IRADEMARKS

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38 - Providing access to a website featuring business information, promotional and marketing information materials in the field of cosmetics and skin care prepared in the field of the direct sales of cosmetics and preparations	services relating to cosmetics and beauty care selling of cosmetics and beauty care products	Cla
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38 - Providing access to a website featuring business information, promotional and marketing information and materials in the field of cosmetics and skin care preparations and in the field of the direct sales of cosmetics and skin care preparations	services relating to cosmetics and beauty care and the direct selling of cosmetics and beauty care products	
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TRADEMARK REEL: 007826 FRAME: 0083

RECORDED: 08/18/2022