

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM762111

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maesa LLC		08/01/2022	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Maesa LLC		
Street Address:	225 Liberty Street, Suite 2301		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10281		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 68			
Property Type	Number	Word Mark	
Registration Number:	4031811	BELIEVE BEAUTY	
Registration Number:	4998847	ENLITE	
Registration Number:	5125567	MISTAKE-FREE MAKEUP	
Registration Number:	5134273	FIONA STILES	
Registration Number:	5178097	KRISTIN ESS	
Registration Number:	5188493	ZIP-UP TECHNOLOGY	
Registration Number:	5242188	FLOWERFUL	
Registration Number:	5376764	COL LAB	
Registration Number:	5382010	COLOR. CREATE. COMMUNITY.	
Registration Number:	5509503	THE FINERY	
Registration Number:	5588206	PRETTY DEADLY	
Registration Number:	5710088	KRISTIN ESS	
Registration Number:	5715735	STUDIO FRAGRANCE COLLECTION	
Registration Number:	5835032	ARTISCENT FRAGRANCE COLLECTION	
Registration Number:	6102383	P2	
Registration Number:	6109482	TPH BY TARAJI	
Registration Number:	6521220	MIX:BAR	
Registration Number:	6531783	ROOT TO END	
Registration Number:	6616258	SOFT HEAT TECHNOLOGY	
		TRADEMARK	

OP \$1715.00 4031811

Property Type	Number	Word Mark
Registration Number:	6640229	HEY HUMANS
Registration Number:	6805264	EVERICE
Registration Number:	6828300	HEY HUMANS
Registration Number:	6855276	
Registration Number:	6855277	
Registration Number:	6862079	KRISTIN ESS
Serial Number:	76705298	BELIEVE BEAUTY
Serial Number:	87785672	KRISTIN ESS
Serial Number:	88454062	HEY, HUMANS:
Serial Number:	88488067	SOFT HEAT TECHNOLOGY
Serial Number:	88696284	ANOMALY
Serial Number:	88696294	ANOMALY HAIRCARE
Serial Number:	88750578	HEY HUMANS
Serial Number:	88828736	ROOT TO END
Serial Number:	88901053	GOODBATHS
Serial Number:	88983579	HEY HUMANS
Serial Number:	90031193	EVERICE
Serial Number:	90039858	NOT ANOTHER HAIR BRAND
Serial Number:	90181980	ANOMALY
Serial Number:	90185559	RECOLLECTION
Serial Number:	90351137	BELIEVE BEAUTY
Serial Number:	90589737	KOZE PLACE
Serial Number:	90600409	ITK
Serial Number:	90600423	IN THE KNOW
Serial Number:	90772016	FRENSHE WELLNESS
Serial Number:	90808770	MAESA
Serial Number:	90814542	AF1
Serial Number:	90833307	MIX:BAR
Serial Number:	90855722	COZY WOODS & AMBER
Serial Number:	90855731	VANILLA BLISS & ORCHID
Serial Number:	90855741	TRANQUIL WATERS & SEA SALT
Serial Number:	90897251	BEING FRENSHE
Serial Number:	97019526	TPH
Serial Number:	97021621	ANDREW FITZSIMONS
Serial Number:	97039657	ANDREW FITZSIMONS
Serial Number:	97135038	AF
Serial Number:	97137344	AFHAIR
Serial Number:	97253678	FRENSHE

Property Type	Number	Word Mark
Serial Number:	97271453	GET YOUR WEIGHT UP
Serial Number:	97389500	NET +
Serial Number:	97472067	TPH BY TARAJI
Serial Number:	97477789	FINE'RY
Serial Number:	97489514	NAVAI
Serial Number:	97489520	NAVAI BY AVANI GREGG
Serial Number:	97497902	SYRUP
Serial Number:	97497907	CANVAS BY MIKAYLA JANE
Serial Number:	97512272	CODEFY
Serial Number:	97564287	RUBRIC
Serial Number:	97193166	AF

CORRESPONDENCE DATA

Fax Number: 9143817608

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: 914 381 7600

Email: slocke@dorflaw.com

Correspondent Name: Scott D. Locke

Address Line 1: 555 Theodore Fremd Avenue

Address Line 2: Dorf & Nelson LLP

Address Line 4: Rye, NEW YORK 10580

NAME OF SUBMITTER:	Scott D. Locke
SIGNATURE:	/Scott D. Locke/
DATE SIGNED:	10/19/2022

Total Attachments: 1

source=DE Certificate of Conversion (08012022)#page1.tif

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO
A DELAWARE LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY
COMPANY ACT

- 1.) The jurisdiction where the Non-Delaware Limited Liability Company first formed is California
- 2.) The jurisdiction immediately prior to filing this Certificate is California
- 3.) The date the Non-Delaware Limited Liability Company first formed is December 17, 2008
- 4.) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is Maesa LLC
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Maesa LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
1st day of August, A.D. 2022

By: 

Authorized Person

Name: Gianni Pieraccioni

Print or Type