

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM776906

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JLo Beauty & Lifestyle, LLC		12/28/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	JLO Holding Company, LLC		
Street Address:	Murphy & Kress, 2401 Main Street		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88907617	THAT JLO GLOW	
Serial Number:	88907646	THAT LIMITLESS GLOW	
Registration Number:	6456720	JLIST	
Registration Number:	6442352	THAT INNER LOVE	
CORRESPONDENCE DATA			
Fax Number:	2128055571		
<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:	2128012256		
Email:	schlossd@gtlaw.com		
Correspondent Name:	Daniel I, Schlos, Greenberg Traurig,LLP		
Address Line 1:	One Vanderbilt Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	128829.010300		
NAME OF SUBMITTER:	Daniel I. Schloss		
SIGNATURE:	/Daniel I. Schloss/		
DATE SIGNED:	12/28/2022		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARKS

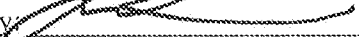
WHEREAS, JLO Beauty & Lifestyle, LLC, a limited liability company organized and existing under the laws of Delaware and having an address at 100 N. Pacific Coast Highway, Suite 1600, El Segundo, California 90245 ("Assignor"), is the owner of the trademarks and service marks and the applications and registrations therefor identified and set forth in Schedule A annexed hereto (the "Marks"); and

WHEREAS, JLO Holding Company, LLC, a limited liability company organized and existing under the laws of Delaware and having an address at c/o Murphy & Kress, 2401 Main Street Santa Monica, California 90405 ("Assignee"), is acquiring all of Assignor's right, title and interest in and to the Marks and the goodwill of the business symbolized by the Marks, and Assignor has agreed to assign the Marks to Assignee.

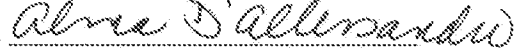
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, sells, and transfers to Assignee all of its right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

IN WITNESS WHEREOF, each of the Parties hereto has caused this Assignment of Trademarks to be executed by a duly authorized officer effective.

JLO BEAUTY & LIFESTYLE, LLC

By: 
Name: Lisa Sequino
Title: CEO + CO Founder
Date: 12.28.22

JLO HOLDING COMPANY, LLC

By: 
Name: ALMA D'ALLESANDRO
Title: Asst Secretary Trademark Services
Date: 12/28/2022

SCHEDULE A

THAT JLO GLOW

US Application No.: 88907617

Filing Date: May 8, 2020

Goods:

Class 3: Consumer products for personal use, namely, nonmedicated skin care preparations; Non-medicated serums for use on hair, skin, lips

Date of First Use in Commerce: December 8, 2020

THAT LIMITLESS GLOW

US Application No.: 88907646

Filing Date: May 8, 2020

Goods:

Class 3: Consumer products for personal use, namely, non-medicated skin care preparations; Non-medicated serums for use on skin, milks for cosmetic purposes, lotions, masks being beauty masks or skin masks and creams; Body lotions; Body moisturizers; Hair care preparations; Non-medicated hair serums, milks and gels; Bath and shower gels; Non-medicated beauty soap and bath soap; Essential oils; Cosmetics; Non-medicated bath salts; Cosmetic bath salts; Body scrubs; Cosmetic body care preparations, namely, skin scrubs; Body oils; Skin oils for cosmetic use; Body wash

Date of First Use in Commerce: December 8, 2020

JLIST

US Registration No.: 6456720

Filing Date: January 10, 2020

Services:

Class 35: Marketing, namely, marketing services for retail stores via direct to consumer services featuring general consumer products where customers can control what they are receiving and how they are receiving their products

Date of First Use in Commerce: December 8, 2020

THAT INNER LOVE

US Registration No. 6442352

Filing Date: May 4, 2020

Goods:

Class 5: Supplements, namely, multivitamin supplements in capsule form

Date of First Use in Commerce: April 26, 2021

JLIST

Canadian Application No. 2033723

Filing Date: June 11, 2020

Priority Date: January 10, 2020

Services:

Class 35: Marketing, namely, marketing services for retail stores via direct to consumer services featuring general consumer products where customers can control what they are receiving and how they are receiving their products