

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM779354

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bliss World LLC		01/09/2023	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Bliss Products Holdings LLC		
Street Address:	145 S Fairfax Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3531706	BETWEENY	
Registration Number:	2116892	BLISS	
Registration Number:	3431915	BLISSAGE	
Registration Number:	3886741	FOOT PATROL	
Registration Number:	2963558	HOMME IMPROVEMENT	
Registration Number:	3398106	LABORATIORE RÈMEDE	
Registration Number:	2897542	QUICKBLISS	
Registration Number:	3426764	REMEDE	
Registration Number:	3563086	R E M È D E SPA	
Registration Number:	2742226	STEEP CLEAN	
CORRESPONDENCE DATA			
Fax Number:	3128622200		
<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:	312-862-4396		
Email:	noreen.gosselin@kirkland.com		
Correspondent Name:	Noreen Gosselin		
Address Line 1:	Kirkland & Ellis LLP		
Address Line 2:	300 North LaSalle		

CH \$265.00 3531706

Address Line 4: CHICAGO, ILLINOIS 60654	
ATTORNEY DOCKET NUMBER:	52604-2
NAME OF SUBMITTER:	NOREEN GOSSELIN
SIGNATURE:	/NOREEN GOSSELIN/
DATE SIGNED:	01/09/2023
Total Attachments: 7 source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page1.tif source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page2.tif source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page3.tif source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page4.tif source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page5.tif source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page6.tif source=Trademark Assignment AS Beauty Bliss (Executed, 1.9.2023) 93047150_4)#page7.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made effective as of January 9, 2023 ("Effective Date") by and between Bliss World LLC, a Florida limited liability company ("Assignor"), in favor of Bliss Products Holdings LLC a Florida limited liability company ("Assignee").

WHEREAS, Assignor owns, or is the owner of record of, the trademark applications and registrations set forth on Schedule A and all common law and other rights, worldwide, in and to the trademarks that are the subject of such applications and registrations (such rights, collectively, the "Trademarks").

WHEREAS, subject to the terms and conditions of this Assignment, Assignor wishes to assign to Assignee, and Assignee wishes to receive, all right, title, and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns (and reaffirms its prior assignment of any product-related trademarks previously assigned to Assignee) to Assignee all of its rights, title and interest in and to the Trademarks, including without limitation the goodwill of the business connected with the use thereof and which is symbolized thereby, together with together with (i) all registrations, applications, renewals and extensions thereof, (ii) all income, royalties, damages, claims, and payments now or hereafter due or payable under and with respect thereto, including, without limitation, damages, claims, and payments for past, present and future infringement, violation, or dilution thereof, (iii) all rights to sue for past, present, and future infringement, violation, or dilution of the foregoing, including the right to settle suits involving claims and demands for royalties owing, (iv) all tangible embodiments and copies of any of the foregoing and all books and records pertaining to any of the foregoing, in each case any form or medium, (v) all rights corresponding to any of the foregoing throughout the world, and (vi) the right to assign the rights conveyed herein, in the case of all of the foregoing, 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, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this Assignment not been made.
2. Assignor hereby requests the Commissioner for Trademarks of the United States Patent and Trademark Office, and the equivalent entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Trademarks.
3. All questions concerning the construction, validity and interpretation of this Assignment shall be governed by and construed in accordance with the domestic Laws of the State of Delaware, without giving effect to any choice of law or conflict of law provision (whether of the State of Delaware or any other jurisdiction) that would cause the application of the Laws of any jurisdiction other than the State of Delaware.

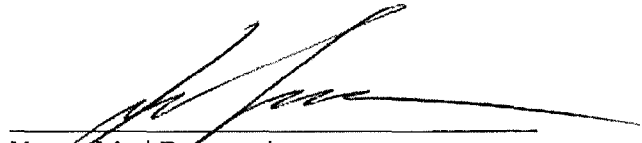
4. If any provision of this Assignment (or any portion thereof) or the application of any such provision (or any portion thereof) to any person or circumstance shall be held invalid, illegal or unenforceable in any respect by a court of competent jurisdiction, such invalidity, illegality or unenforceability shall not affect any other provision hereof (or the remaining portion thereof) or the application of such provision to any other persons or circumstances. It is understood that any finding of invalidity of assignment of any particular item of the Trademarks as effected hereby shall not affect the assignment of other assigned Trademarks.
5. This Assignment may be executed in two (2) or more counterparts, each of which will be deemed an original, but all of which together will constitute one (1) and the same agreement. Any counterpart may be executed by facsimile or electronic portable document format (.pdf) signature and such facsimile or .pdf signature shall be deemed an original. This Assignment shall inure to the benefit of and is binding upon the respective successors and assigns of Assignor and Assignee.
6. Nothing herein shall limit or modify in any way the transactions contemplated by, or the other matters addressed in, the Stock Purchase Agreement.

{Signatures to follow}

IN WITNESS WHEREOF, each of Assignor and Assignee, through its respective duly authorized representative identified below has duly executed this Assignment as of the Effective Date.

Bliss World LLC
(Assignor)

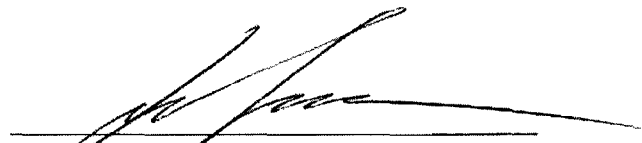
By:



Name: Meri Baregamian
Title: Chief Executive Officer

Bliss Products Holdings LLC
(Assignee)

By:



Name: Meri Baregamian
Title: Chief Executive Officer

Schedule A
Trademarks

United States Trademarks

TRADEMARK	STATUS	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASSES
BETWEENY	Registered	77/129,899	Mar-13-2007	3531706	Nov-11-2008	44
BLISS	Registered	75/097,010	May-1-1996	2116892	Nov-25-1997	44
BLISSAGE	Registered	77/031,867	Oct-30-2006	3431915	May-20-2008	44
FOOT PATROL	Registered	77/494,036	Jun-9-2008	3886741	Dec-7-2010	44
homme improvement	Registered	78/326,752	Nov-12-2003	2963558	Jun-21-2005	44
LABORATOIRE REMEDE (STYLIZED)	Registered	77/231,981	Jul-17-2007	3398106	Mar-18-2008	3
QUICKBLISS	Registered	75/905,915	Jan-31-2000	2897542	Oct-26-2004	42
REMEDE	Registered	78/427,187	May-28-2004	3426764	May-13-2008	44
REMEDE SPA (STYLIZED)	Registered	77/223,157	Jul-6-2007	3563086	Jan-20-2009	44
STEEP CLEAN	Registered	75/540,344	Aug-21-1998	2742226	Jul-29-2003	42

Schedule A
(continued)
Trademarks

Foreign Trademarks

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASSES
Argentina	BLISS	2.742.494	Apr-30-2007	2.868.475	Jan-30-2017	3
Bahamas	BLISS	29,649	Jul-26-2006	29,649	Jul-26-2006	3
Bermuda	BLISS	46029	Sep-7-2006	46029	Sep-7-2006	3
Brazil	BLISS	821595865	Aug-27-1999	821595865	Aug-7-2007	3
Brazil	BLISS	840033400	Feb-23-2012	840033400	Apr-14-2015	3
Costa Rica	BLISS	2017-0007816	Aug-11-2017	268971	Jan-22-2018	3
Hong Kong	BLISS	19471/99	Dec-23-1999	2003B11886AA	Oct-27-1999	3, 42
Indonesia	BLISS	D 00 7973	Apr-24-2000	IDM000251384	May-10-2001	3
Japan	BLISS	2000-2090	Jan-17-2000	4674601	May-23-2003	3
Japan	BLISS	H10-73833	Aug-29-1998	4324453	Oct-15-1999	3
Kazakhstan	BLISS	72440	Sep-21-2015	53034	Aug-8-2016	3
Korea (South)	BLISS	40-2002-7676	Feb-16-2002	40-551148	Jun-16-2003	3
Kuwait	BLISS	133187	Sep-9-2012	113784	May-1-2014	3
Macau	BLISS	N/026149	Jan-9-2007	N/026149	Jun-28-2007	3

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASSES
Malaysia	BLISS	04002216	Feb-27-2004	04002216	Feb-27-2014	3
Malaysia	BLISS	07012258	Jun-26-2007	07012258	Jun-26-2007	3
Mexico	BLISS	415898	Mar-16-2000	815507	Nov-27-2003	3
Monaco	BLISS	21710	Apr-25-2000	R00.21851	Apr-25-2000	3, 44
Morocco	BLISS	105701	Aug-11-2006	105701	Aug-11-2006	3, 44
New Zealand	BLISS	612816	Apr-18-2000	612816	Jan-11-2001	3
Nigeria	BLISS	TP174929/07	Jun-13-2007			16
Oman	BLISS	96582	Jul-26-2015	96582	Nov-9-2016	3
Pakistan	BLISS	386068	Apr-10-2015	386068	Apr-10-2015	3
Philippines	BLISS	4-2013-010389	Aug-30-2013	4-2013-010389	Apr-3-2014	3, 44
Poland	BLISS	Z-215007	Mar-9-2000	R-146851	Mar-9-2000	3, 44
Qatar	BLISS	40607	Jul-23-2006	40607	Jan-29-2008	3
Qatar	BLISS	40608	Jul-23-2006	40608	Jan-29-2008	16
Russian Federation	BLISS	2002733427	Dec-24-2002	293116	Jul-28-2005	3, 16, 35, 39, 44
Saudi Arabia	BLISS	120357	Aug-5-2007	142807280	Sep-21-2008	16
Singapore	BLISS	T99/15279A	Dec-23-1999	T99/15279A	Oct-27-1999	3

COUNTRY	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE	CLASSES
St. Kitts Nevis	BLISS	279/2007	Aug-10-2007	2007/0279	Aug-10-2007	3, 5, 44
Taiwan	BLISS	89021160	Apr-18-2000	939792	May-1-2001	3
Thailand	BLISS	822615	Oct-3-2011	822615TM383883	Oct-3-2011	3
Ukraine	BLISS	M201517022	Oct-1-2015	231181	Sep-11-2017	3