

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM779696

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Common Sense Counsel IP Holdings LLC		01/10/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Better World Fragrance House, LLC		
<b>Street Address:</b>	10960 Wilshire Blvd., 5th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90024		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90801503	WILLIAMSBURG SLEEPOVER	
<b>Serial Number:</b>	90024652	GOOD THOUGHTS HEALING	
<b>Serial Number:</b>	88983456	GOOD THOUGHTS	
<b>Serial Number:</b>	88980952	BETTER WORLD FRAGRANCE HOUSE	
<b>Serial Number:</b>	88981150	BWFH	
<b>Serial Number:</b>	88982195	SWEETER TING	
<b>Serial Number:</b>	88981152	CARBY MUSK	
<b>Serial Number:</b>	88981151	MUSKOKA	
<b>Serial Number:</b>	88943630	GOOD THOUGHTS	
<b>Serial Number:</b>	88781704	BETTER WORLD FRAGRANCE HOUSE	
<b>Serial Number:</b>	88780680	CARBY MUSK	
<b>Serial Number:</b>	88781713	BWFH	
<b>Serial Number:</b>	88780881	SWEETER TING	
<b>Serial Number:</b>	88780746	MUSKOKA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			

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**Phone:** 15122995329  
**Email:** trademark@commonsensecounsel.com  
**Correspondent Name:** Robert Kleinman  
**Address Line 1:** 404 W. 7th Street  
**Address Line 4:** Austin, TEXAS 78701

<b>NAME OF SUBMITTER:</b>	Robert Kleinman
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<b>SIGNATURE:</b>	/robert kleinman/
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<b>DATE SIGNED:</b>	01/10/2023
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**Total Attachments: 2**

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# TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made effective this 10<sup>th</sup> day of January, 2023 between the following two parties:

Common Sense Counsel IP Holdings LLC, a Delaware limited liability company, (hereafter referred to as "the Assignor") 404 West 7<sup>th</sup> Street, Austin, Texas 78701 and Better World Fragrance House, LLC, a Delaware limited liability company, (hereafter referred to as "the Assignee") 10960 Wilshire Blvd., 5th Floor, Los Angeles, CA 90024.

WHEREAS:

- a) The Assignor is the owner of the U.S. Trademarks ("the Trademarks"), brief particulars whereof are set out below:

TRADEMARK	U.S. SERIAL NO.	CLASS(ES)
WILLIAMSBURG SLEEPOVER	90801503	004
GOOD THOUGHTS HEALING	90024652	004
GOOD THOUGHTS	88983456	004
BETTER WORLD FRAGRANCE HOUSE	88980952	004
BWFH	88981150	004
SWEETER TING	88982195	004
CARBY MUSK	88981152	004
MUSKOKA	88981151	004
GOOD THOUGHTS	88943630	003
BETTER WORLD FRAGRANCE HOUSE	88781704	003
CARBY MUSK	88780680	003
BWFH	88781713	003
SWEETER TING	88780881	003
MUSKOKA	88780746	003

- b) The Assignor desires to convey, transfer, assign, deliver, and contribute to the Assignee all of its right, title, and interest in and to the Trademarks.

NOW THIS ASSIGNMENT WITNESSETH AS FOLLOWS:

In exchange of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby conveys, transfers, assigns, delivers, and contributes to the Assignee all of the Assignor's right, title, and interest of whatever kind in and to the Trademarks, together with (1) the goodwill of the business relating to the Products in respect

upon which the Trademarks are used and for which it is registered: (2) all income, royalties, and damages hereafter due or payable to the Assignor with respect to the Trademarks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Trademarks; and (3) all rights to sue for past, present and future infringements, misappropriations, or other unlawful or actionable uses or misuses of the Trademarks.

The Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Trademark.

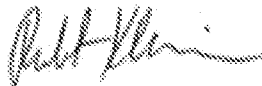
IN WITNESS WHEREOF, this Agreement has been duly executed on the day and year first above written.

**For and on behalf of Assignor:**

**For and on behalf of Assignee:**

Common Sense Counsel IP Holdings LLC

Better World Fragrance House, LLC

By:   
\_\_\_\_\_  
Robert Kleinman  
Trademark Counsel

By:   
\_\_\_\_\_  
Robert Kleinman  
Trademark Counsel

Date: January 10, 2023

Date: January 10, 2023

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