

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM782921

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Lab & Co.		01/24/2023	Corporation:
RECEIVING PARTY DATA			
Name:	The Lab & Co., LLC		
Street Address:	211 W BOSTON AVE		
City:	INDIANOLA		
State/Country:	IOWA		
Postal Code:	50125		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 34			
Property Type	Number	Word Mark	
Serial Number:	90639498	SUNSHINE FAMOUS	
Serial Number:	90547233	BUTT ACNE CLEARING LOTION	
Serial Number:	90547255	CLEANTAN	
Serial Number:	88605719	DARK MAGIC	
Serial Number:	88200664	F ACNE	
Serial Number:	88168831	G FLUID	
Serial Number:	88168828	BEAUTY BELONGS TO EVERYONE.	
Serial Number:	88168818		
Serial Number:	88168808	EQUAL BY NATURE	
Serial Number:	88129196	COCOLUBE	
Serial Number:	88091257	COCOLUBE	
Serial Number:	88864215	DEMIPERSPIRANT	
Serial Number:	88638690	WOKE & READY	
Serial Number:	88429477	CLEANTAN	
Serial Number:	87945405	THINK DIRTY	
Serial Number:	87945382	THE LAB & CO.	
Serial Number:	87945371	TEATAN	
Serial Number:	87617002	FOLLICOOOL	
Serial Number:	87616999	LET ME BE CLEAR	

OP \$865.00 90639498

Property Type	Number	Word Mark
Serial Number:	87616992	DEFUNK
Serial Number:	87490989	THINK DIRTY. TAN CLEAN.
Serial Number:	87165762	MUCH MORE THAN ALPHA HYDROXY THERAPY
Serial Number:	87165759	MAKE BAD SKIN BEHAVE.
Serial Number:	87165752	SKINBOSS
Serial Number:	87083469	CLEANLABS
Serial Number:	86733584	BLACK BOTANICAL
Serial Number:	86658815	FITMUD
Serial Number:	86653967	AHA! MOMENT
Serial Number:	86658821	EXFOLIMATE
Serial Number:	86583532	RESULFACE
Serial Number:	86569284	LACTIV
Serial Number:	86539251	EXFOLIATE. MOISTURIZE. TREAT.
Serial Number:	86280158	TROPICAL BABY
Serial Number:	85689092	GREENHEARTLABS

CORRESPONDENCE DATA

Fax Number:

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: 4156336841
Email: vivek@blgrademarks.com
Correspondent Name: Vivek Vaidya
Address Line 1: 2181 Greenwich St.
Address Line 4: San Francisco, CALIFORNIA 94123

NAME OF SUBMITTER:	Vivek Vaidya
SIGNATURE:	/Vivek Vaidya/
DATE SIGNED:	01/27/2023

Total Attachments: 6

source=The_Lab_Co._Assignment_Agreement-julie_thelabandcompany.com#page1.tif
source=The_Lab_Co._Assignment_Agreement-julie_thelabandcompany.com#page2.tif
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TRADEMARK TRANSFER AND ASSIGNMENT AGREEMENT

This trademark transfer and assignment agreement (“Agreement”), dated January 24, 2023, is made and entered into by and among The Lab & Co. (“Assignor”), and The Lab & Co., LLC (“Assignee”).

RECITAL

WHEREAS, Assignor owns Registrations (as such terms are defined herein) for trademarks with the United States Patent and Trademark Office;

WHEREAS, Assignor desires to transfer and assign to Assignee and Assignee wishes to obtain Assignor’s entire right, title, interest and goodwill in and to the Registrations.

NOW THEREFORE, in consideration of the premises and the mutual covenants and agreements hereinafter contained, the parties hereby agree as follows:

1. Assignor Registration. Assignor hereby irrevocably assigns all of its right, title, interest and goodwill in and to the Registrations identified and set forth on Schedule A to Assignee. Assignor acknowledges that, following such assignment, the Assignee shall be the owner of all right, title, interest and goodwill in and to the Registrations. Assignee will record the assignment as it deems necessary and at its sole expense. Assignor will take all additional steps and execute additional documents as reasonably requested by Assignee to perfect this assignment and/or register this assignment with the proper state and local regulatory agencies and authorities.

1.1 Assignor acknowledges itself as the Applicant of the Registrations set forth on Schedule A and that the Registrations are free and clear of any security interests or other lien or encumbrance of any kind.

1.2 Assignor represents, warrants and covenants that the transfer by Assignor to the Assignee as contemplated hereby shall transfer to Assignee good and marketable title to the Registrations.

1.3 Assignor acknowledges that the assignment of the Registrations to Assignor shall not result in the breach of any agreement to which the Assignor is a party, nor will such assignment result in the breach of any federal or state law and that no consent is required in connection with the transfer contemplated by this Agreement. Assignor shall not at any time do, or knowingly permit to be done, any act or thing that would impair the rights of the Assignee in and to the Registrations, or adversely affect the validity of the Registrations.

2. Consideration. The Lab & Co. agrees to lose its entire right, title, interest and goodwill in and to the Registrations, and The Lab & Co., LLC agrees to gain the entire right, title, interest and goodwill in and to the Registrations upon the execution of this Agreement.

3. Notices. All notices, consents or other communications related to this Agreement or otherwise required by law shall be in writing and may be given to or made upon the respective parties at the following mailing addresses:

Assignor:

The Lab & Co.
6450 LUSK BLVD STE. E105
SAN DIEGO, CA 92121

Assignee:

The Lab & Co., LLC
211 W BOSTON AV
INDIANOLA IA 50125

Such addresses may be changed by notice given as provided in this subsection. Notices shall be effective upon the date of receipt; provided, however, that a notice (other than a notice of a changed address) sent by certified or registered U.S. mail, with postage prepaid, shall be presumed received no later than three (3) business days following the date of sending.

4. Governing Law. This Agreement shall be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any of the conflicts of law principles that would result in the Registration of the substantive law of another jurisdiction. This Agreement shall not be interpreted or construed with any presumption against the party causing this Agreement to be drafted.

5. Modification of Agreement and Waiver. This Agreement may not be amended except by a writing executed by the parties hereto.

6. Entire Agreement. This Agreement represents the entire agreement of the parties relating to the matters described in this Agreement, and no prior representations or agreements, whether written or oral, shall be binding on any party unless incorporated into this Agreement or agreed to by the party in a writing signed by the party on or after the date of this Agreement.


IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their respective officers thereunto duly authorized, as of the date first written above.

TRADEMARK

REEL: 007954 FRAME: 0492 bc1a5155


AGREED TO AND ACCEPTED:

The Lab & Co.



By: Julie Pefferman

The Lab & Co., LLC



By: Julie Pefferman

TRADEMARK

REEL: 007954 FRAME: 0493 bc1a5155

SCHEDULE A

Mark	Serial No.
SUNSHINE FAMOUS	90639498
BUTT ACNE CLEARING LOTION	90547233
CLEANTAN	90547255
DARK MAGIC	88605719
F ACNE	88200664
G FLUID	88168831
BEAUTY BELONGS TO EVERYONE	88168828
Design	88168818
EQUAL BY NATURE	88168808
COCOLUBE	88129196
COCOLUBE	88091257
DEMIPERSPIRANT	88864215
WOKE & READY	88638690
CLEANTAN	88429477
THINK DIRTY	87945405
THE LAB & CO.	87945382
TEATAN	87945371
FOLLICOOOL	87617002
LET ME BE CLEAR	87616999
DEFUNK	87616992
THINK DIRTY TAN CLEAN	87490989
MUCH MORE THAN ALPHA HYDROXY THERAPY	87165762
MAKE BAD SKIN BEHAVE.	87165759
SKINBOSS	87165752
CLEANLABS	87083469
BLACK BOTANICAL	86733584
FITMUD	86658815
AHA! MOMENT	86653967

TRADEMARK

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EXFOLIMATE	86658821
RESULFACE	86583532
Design of LACTIV	86569284
EXFOLIATE. MOISTURIZE. TREAT.	86539251
TROPICAL BABY	86280158
GREENHEARTLABS	85689092

TRADEMARK

Title	The Lab & Co. - Assignment Agreement
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Status	✳ Signed

Document History



SENT

01 / 24 / 2023
22:09:55 UTC

Sent for signature to Julie Pefferman
(julie@thelabandcompany.com) from vivek@blgtrademarks.com
IP: 67.188.201.25



VIEWED

01 / 24 / 2023
22:14:06 UTC

Viewed by Julie Pefferman (julie@thelabandcompany.com)
IP: 172.58.83.75



SIGNED

01 / 24 / 2023
22:14:37 UTC

Signed by Julie Pefferman (julie@thelabandcompany.com)
IP: 172.58.80.184



COMPLETED

01 / 24 / 2023
22:14:37 UTC

The document has been completed.