

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM783302

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jeunesse Global Holdings, LLC		12/01/2022	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Yolanda Halston		
Street Address:	25609 Hawks Run Lane		
City:	Sorrento		
State/Country:	FLORIDA		
Postal Code:	32776		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5331394	BE THE ENVY	
Registration Number:	6130357	NV	
Registration Number:	5331392	NV	
Registration Number:	5331393	NV BE THE ENVY	
CORRESPONDENCE DATA			
Fax Number:			
	<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>		
Email:	tina.baker@jeunessehq.com, satedluxury@gmail.com, greg.hogenmiller@jeunessehq.com		
Correspondent Name:	Yolanda Halston		
Address Line 1:	25609 Hawks Run Lane		
Address Line 4:	Sorrento, FLORIDA 32776		
NAME OF SUBMITTER:	Yolanda Halston		
SIGNATURE:	/Yolanda Halston/		
DATE SIGNED:	01/30/2023		
Total Attachments: 6			
source=Trademark Assignment from JGH to Yolanda- NV trademarks signed#page1.tif			
source=Trademark Assignment from JGH to Yolanda- NV trademarks signed#page2.tif			

OP \$115.00 5331394

source=Trademark Assignment from JGH to Yolanda- NV trademarks signed#page3.tif

source=Trademark Assignment from JGH to Yolanda- NV trademarks signed#page4.tif

source=Trademark Assignment from JGH to Yolanda- NV trademarks signed#page5.tif

source=Trademark Assignment from JGH to Yolanda- NV trademarks signed#page6.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into on 1st day of December, 2022 (the "Effective Date") by and between Jeunesse Global Holdings, LLC, a limited liability company, duly organized and existing under the laws of the State of Florida and having a principal place of business at 701 International Parkway, Lake Mary, Florida 32746 ("Assignor") and Yolanda Halston, a Florida Resident located at 25609 Hawks Run Lane Sorrento, Florida 32776 ("Assignee") Assignor and Assignee are also referred to herein individually as "Party" and collectively as "Parties." This agreement memorializes the Marketplace Sales Agreement."

WHEREAS, Assignor has adopted, used and owns the entire right, title and interest in and to certain U.S. and foreign trademarks and services marks, both registered and unregistered, and applications for trademark and service marks filed with the United States Patent and Trademark Office and other foreign trademark offices, as identified in Exhibit A, attached hereto (collectively the "Marks").

WHEREAS Assignee desires to acquire all of Assignor's right, title and interest, in and to the Marks together with all the goodwill of the business symbolized thereby, and Assignor desires to assign all such right, title and interest in and to the Marks to Assignee; and

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

1. Assignor hereby conveys and assigns to Assignee, and Assignee hereby accepts from Assignor, all of Assignor's right, title and interest in and to the Marks, under both foreign and domestic uses, together with the goodwill of the business symbolized by the Marks;
2. Assignor conveys and assigns, without limitation, the right to own and to prosecute in Assignee's own name any applications for registration in the United States of America and foreign countries; and
3. Assignor conveys and assigns the right to prosecute, litigate and/or pursue existing litigation and causes of action, if desired, now in existence or arising in the future resulting from acts of infringement relating to the Marks, including the right to sue and recover for past or present infringement, and the sole right to settle such causes of action.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their respective duly authorized representatives as of the Effective Date.

ASSIGNOR

Jeunesse Global Holdings, LLC

By: Wendy R. Lewis
Name: Wendy R. Lewis
Title: Chief Operating Officer









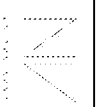


ASSIGNEE

Yolanda Halston

By: Yolanda Halston
Name: Yolanda Halston
Title: Individual

EXHIBIT A
TRADEMARKS

Trademark	Logo	Country	Classes & Goods	Status	App. No.	App. Date	Reg. No.	Reg. Date
NV BE THE ENVY		Australia	3 - Cosmetic creams; Cosmetic creams for firming the skin; Cosmetic creams for toning the skin; Cosmetic creams for wrinkles; Cosmetic preparations; Cosmetic preparations for cleansing the skin; Cosmetic preparations for skin care; Cosmetic preparations for use on the face; Dermatological cosmetic preparations; Serum (cosmetic preparations); Make-up products; Cosmetics; Cosmetics for personal use; Cosmetics in the form of creams; Night creams (cosmetics); Foundations for the face; Anti-aging creams, not medicated; Anti-wrinkle cream; Anti-aging creams, not medicated; Cosmetic moisturisers; Facial moisturisers (cosmetic); Moisturisers (cosmetic); Lotions for cosmetic purposes; Moisturising lotions (cosmetic); Moisturising skin lotions (cosmetic); Sun bronzers; Beauty care preparations; Beauty care products; Beauty preparations; Beauty products; Products for beauty care; Skin care creams (cosmetic); Skin care products (cosmetic); Skin care preparations (cosmetic); Cosmetic preparations for use on the body; Cosmetic products for skin care	Registered	1838336	Apr 19 2017	1838336	Apr 19 2017
NV BE THE ENVY		Brazil	3 - Beauty lotions; Beauty serums; Lotions for the body; Cosmetic skin care creams; Cosmetic preparations, namely, firm lotions; Facial masks; Lotions for cosmetic purposes; Lotions for skin, face, body; Non-medicated anti-aging serum; Non-medicated serum for use on the skin, face, body; Non-medicated skin care creams and lotions; Non-medicated skin care preparations, namely, creams, gels, toners, cleansers and deodorants; Skin creams; Skin lotions; Skin masks; Moisturizing skin; Skin care preparations for wrinkle removal; Cosmetic preparations for skin renewal; Cosmetic products in the form of aerosols for skin care; Cosmetics and makeup; Bases; Anti-aging moisturizers used as cosmetics; Cosmetics for body care and beauty	Registered	912581131	Apr 13 2017	912159626	Nov 21 2018
NV BE THE ENVY		Canada	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; skin care cosmetics; cosmetics and make-up; foundation make-up; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics.	Registered	1833204	Apr 18 2017	TMA1019990	Apr 25 2019
NV BE THE ENVY		China	3 - Cosmetics and make-up; Skin care (Cosmetic preparations for —); Cleaning preparations; Polishing preparations; Grinding preparations; Essential oils; Dentifrices; Lincense; Deodorants for human beings or for animals; Air fragrancing preparations.	Registered	23045114	Mar 07 2017	23045114	Feb 28 2018
NV Foundation (Mandarin)		China	3 - Soaps for personal laundry use and cosmetics use, bleaching preparations and other substances for personal laundry use; Cleaning preparations; scouring preparations; Polishing preparations; Abrasive preparations; Perfumery; essential oils; Cosmetics (not include animal use); Toothpaste, Dentifrices; Fumigation preparations; Cleaning preparations and cosmetics for animal purpose; Air fragrancing preparations	Registered	24954060	Jun 23 2017	24954060	Jun 21 2018
NV in Chinese (GUANG YANG)		China	3 - Soaps for personal laundry use and cosmetics use, bleaching preparations and other substances for personal laundry use; Cleaning preparations; scouring preparations; Polishing preparations; Abrasive preparations; Perfumery; essential oils; Cosmetics (not include animal use); Toothpaste, Dentifrices; Fumigation preparations; Cleaning preparations and cosmetics for animal purpose; Air fragrancing preparations	Registered	24954059	Jun 23 2017	24954059	Jun 28 2018
NV Shimmer Mandarin in Chinese (GUANG YANG LIANG YAN)		China	3 - Cosmetics; Body lotions; smoothing toner; moisture lotion; Skin care (Cosmetic preparations for —); Lotions for cosmetic purposes; Wake-up removing preparations; Creams (Cosmetic —); Beauty masks; dewrinkle cream; Massage gels other than for medical purposes; Skin moisturizer; Anti-aging skin lotion; Non-medical facial treatment essence; make-up for eyes; Baths (Cosmetic preparations for —); Wake-up preparations; spray type skin care products; Cleansing milk for toilet purposes; Sunscreen lotion; facial washing milk; Hand cream; Cleaning preparations; Polishing preparations; Grinding preparations; Essential oils; dentifrices; Potpourris (Fragrances); deodorants for human beings or for animals; Air (Fragrancing preparations).	Registered	24954058	Jun 23 2017	24954058	Jun 28 2018
NV BE THE ENVY		Colombia	3 - Cosmetic creams for skin care; Cosmetic preparations for skin renewal; Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Foundations; Anti-aging moisturizers used as cosmetics; Body and beauty care cosmetics.	Registered	SD2017/0003977	Jan 23 2017	572791	Jul 19 2017

Trademark	Logo	Country	Classes & Goods	Status	App. No.	App. Date	Reg. No.	Reg. Date
NV		Egypt	3 - Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; beauty lotions; beauty serums; body lotions; cosmetic creams for skin care; cosmetic preparations, namely, firming lotions; eye lotions; facial beauty masks; lotions for cosmetic purposes; lotions for skin; face, body; non-medicated anti-aging serum; non-medicated serums for use on skin, face, body; non-medicated skin care creams and lotions; non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels; skin creams; skin lotions; skin masks; skin moisturizer; wrinkle removing skin care preparations.	Registered	413593	Jun 01 2020	413593	Mar 15 2022
NV BE THE ENVY		EUTM	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics; make-up; foundations; anti-aging moisturizers used as cosmetics; body care cosmetics; beauty care cosmetics.	Registered	017923731	Jun 27 2018	017923731	Oct 18 2018
NV BE THE ENVY		Hong Kong	3 - Cosmetic creams for skin care; Cosmetic preparations for skin renewal; Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Foundations; Anti-aging moisturizers used as cosmetics; Body and beauty care cosmetics.	Registered	304101362	Apr 06 2017	304101362	Apr 06 2017
NV		Israel	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; foundations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics. 21 - Cosmetic brushes.	Registered	328913	Jun 23 2020	328913	Oct 04 2021
NV BE THE ENVY		Japan	3 - Cosmetic creams for skin care; Cosmetic preparations for skin renewal; Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Foundations; Anti-aging moisturizers used as cosmetics; Body and beauty care cosmetics.	Registered	2017-046082	Apr 06 2017	5990621	Oct 20 2017
NV BE THE ENVY		Korea (South)	3 - Cosmetic creams for skin care; Cosmetic preparations for skin renewal; Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Foundations; Anti-aging moisturizers used as cosmetics; Body and beauty care cosmetics.	Registered	40-2017-0049659	Apr 05 2017	40-1314719	Dec 19 2017
NV BE THE ENVY		Macao	3 - Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; cosmetic creams for skin care; Cosmetics preparations for skin renewal; Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Foundations; Anti-aging moisturizers used as cosmetics; Body and beauty care cosmetics.	Registered	N/122646	Apr 21 2017	N/122646	Oct 12 2017
NV BE THE ENVY		Mexico	3 - Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; Cosmetic creams for skin care; cosmetic preparations for skin renewal; Cosmetic products in the form of aerosols for skincare; Cosmetics and make-up; Foundations; Anti-aging moisturizers used as cosmetics; Body and beauty care cosmetics	Registered	1876579	Apr 10 2017	1891913	Jun 01 2018
NV BE THE ENVY		New Zealand	3 - Cosmetics; cosmetic preparations; cosmetic preparations for skin care; make-up; make-up primers; skin bronzer; foundation; cosmetic products in the form of aerosols for skincare.	Registered	1134905	Nov 19 2019	1134905	Nov 19 2019
NV BE THE ENVY		Peru	3 - Non-medicated cosmetic products in the form of aerosols for skincare; make-up; foundations; anti-aging moisturizers used as cosmetics; non-medicated body and beauty care cosmetics; none of these products being perfumed or deriving from a line of perfumery	Registered	742572	Mar 20 2018	268157	Aug 08 2018
NV BE THE ENVY		Philippines	3 - Face make-up, namely, foundation primer, liquid and cream foundation, compact foundation, bronzers and luminizers, concealers; beauty lotions; cosmetic creams for skin care; cosmetic preparations for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; make-up preparations; beauty serums; non-medicated serums for use on skin, face, body; non-medicated skin care creams and lotions; non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels; skin creams; wrinkle removing skin care preparations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics	Registered	42017501422	Apr 06 2017	4-2017-501422	Jun 22 2017

Trademark	Logo	Country	Classes & Goods	Status	App. No.	App. Date	Reg. No.	Reg. Date
NV BE THE ENVY		Philippines	3 - Face make-up, namely, foundation primer, liquid and cream foundation, compact foundation, bronzers and luminizers, concealers; beauty lotions; cosmetic creams for skin care; cosmetic preparations for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skin care; cosmetics and make-up; make-up preparations; beauty serums; non-medicated serums for use on skin, face, body; non-medicated skin care creams and lotions; non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels; skin creams; wrinkle removing skin care preparations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics.	Registered	PH-4-2020-514303	Oct 01 2020	4/2020/0514303	Feb 07 2021
NV BE THE ENVY		Russian Federation	3 - Beauty lotions; beauty serums; body lotions; cosmetic creams for skin care; cosmetic preparations; namely, firming lotions; eye lotions; facial beauty masks; lotions for cosmetic purposes; lotions for skin, face, body; non-medicated anti-aging serum; non-medicated serums for use on skin, face, body; non-medicated skin care creams and lotions; non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels; skin lotions; skin masks; skin moisturizer; wrinkle removing skin care preparations.	Registered	2018729020	Jul 10 2018	739994	Dec 24 2019
NV BE THE ENVY		Singapore	3 - Perfumery, essential oils, non-medicated cosmetics, non-medicated hair lotions; cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skin care; cosmetics; make-up; foundations; anti-aging moisturizers used as cosmetics; cosmetic preparations for body care; beauty care cosmetics.	Registered	40201705939W	Apr 06 2017	40201705939W	Sep 07 2017
NV		Switzerland	3 - Cosmetic creams for skin care; cosmetic preparations for skin rejuvenation, cosmetic products in aerosol form for skin care, cosmetic products and make-up; anti-aging cosmetic moisturizers; body and beauty care products. 21 - Cosmetic brushes.	Registered	08907/2020	Jun 26 2020	754706	Nov 09 2020
NV BE THE ENVY		Taiwan	3 - Cosmetic creams for skin care; cosmetic preparations for skin care; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; foundations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics.	Registered	106020270	Apr 10 2017	01870483	Oct 01 2017
NV BE THE ENVY		Thailand	3 - Cosmetic creams for skin care; cosmetic creams for skin renewal; skincare sprays; eye shadows; eyebrow pencils; eye liner pencils; mascara; lipsticks; blusher; foundation creams; foundation lotions; foundation mists; anti-aging moisturizers used as cosmetics; hand lotions; body lotions; skin firming lotions; eye lotions; facial beauty masks; lotions for skin, face, body; non-medicated anti-aging face serums; non-medicated serums for use on skin, face, body; non-medicated skin care creams and lotions; skin creams; skin gels; skin toners; skin cleansers; skin peels; skin cream masks; skin gel masks; skin mud masks; skin moisturizer; wrinkle removing skin care creams; wrinkle removing skin care gels; wrinkle removing skin care serums	Registered	170113192	Apr 12 2017	18112267	Apr 12 2017
nubb perfecting mist foundation (word) TR		Turkey	3 - Bleaching and cleaning materials; detergents; laundry waters; fabric softeners; stain removers; dishwashing agents; Perfumery; Cosmetics; Fragrances for personal use (including deodorants for humans and animals, except cosmetics containing medicines); Soaps (except medicinal soaps). Dental care products: toothpastes; tooth polishing and bleaching agents; non-medical mouthwashes; Abrasive products: abrasive cloths, abrasive papers, pumice stones, abrasive pastes; Polishing and care products for leather, vinyl, metal and wood; Varnishes, care creams, wax for polishing. 44 - Medical services; Beauty care services; Veterinary and animal production; livestock services related to blacksmithing; Agriculture, horticulture and forestry-related services; landscape design services; advisory services relating to business and personal health.	Registered	2017/53637	Jun 12 2017	2017 53637	Jan 24 2018
NVBRONZER		Turkey	3 - Bleaching and cleaning materials; detergents; laundry waters; fabric softeners; stain removers; dishwashing agents; Perfumery; Cosmetics; Fragrances for personal use (including deodorants for humans and animals, except cosmetics containing medicines); Soaps (except medicinal soaps). Dental care products: toothpastes; tooth polishing and bleaching agents; non-medical mouthwashes; Abrasive products: abrasive cloths, abrasive papers, pumice stones, abrasive pastes; Polishing and care products for leather, vinyl, metal and wood; Varnishes, care creams, wax for polishing. 44 - Medical services; Beauty care services; Services related to veterinary and animal breeding; livestock breeding; Farmer; Services related to agriculture, horticulture and forestry; landscape design services; Consultancy services regarding workplace and personnel health.	Registered	2017/53641	Jun 12 2017	2017 53641	Dec 08 2017

Trademark	Logo	Country	Classes & Goods	Status	App. No.	App. Date	Reg. No.	Reg. Date
nvprimer (word) TR		Turkey	3 - Bleaching and cleaning agents; detergents; bleaches; fabric softeners; stain removers, dishwashing agents; Abrasive products; emery cloths; emery papers; pumice stones; abrasive pastes; Polishing and care products for leather, vinyl, metal and wood; varnishes, care creams, wax for polishing. 4/4 - Medical services; Beauty care services; Services related to veterinary and animal breeding, livestock breeding, farrier; Services related to agriculture, horticulture and forestry; landscape design services; Consultancy services regarding workplace and personnel health.	Registered	2017/53635	Jun 12 2017	2017 53635	Jan 03 2018
NV BE THE ENVY		Ukraine	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; cosmetic foundation for makeup; anti-aging moistening cosmetic preparations; body and beauty care cosmetics.	Registered	m201910775	May 08 2019	296864	Apr 28 2021
NV BE THE ENVY		Ukraine	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; cosmetic foundation for makeup; anti-aging moistening cosmetic preparations; body and beauty care cosmetics.	Registered	m201910777	May 08 2019	296865	Apr 28 2021
NV BE THE ENVY Design		United Kingdom	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics; make-up; foundations; anti-aging moisturizers used as cosmetics; body care cosmetics; beauty care cosmetics.	Registered	UK00917923731	Jun 27 2018	UK00917923731	Oct 18 2018
BE THE ENVY		United States of America	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; foundations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics	Registered	87297587	Jan 11 2017	5331394	Nov 07 2017
NV		United States of America	21 - Cosmetic brushes	Registered	88798588	Feb 14 2020	6130357	Aug 18 2020
NV		United States of America	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; foundations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics	Registered	87297572	Jan 11 2017	5331392	Nov 07 2017
NV BE THE ENVY		United States of America	3 - Cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetic products in the form of aerosols for skincare; cosmetics and make-up; foundations; anti-aging moisturizers used as cosmetics; body and beauty care cosmetics	Registered	87297584	Jan 11 2017	5331393	Nov 07 2017

TRADEMARK
REEL: 007955 FRAME: 0814