TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM784503

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	AMENDED AND RESTATED INTELLECTUAL PROPERTY SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HATCHBEAUTY BRANDS, LLC		02/02/2023	Limited Liability Company: DELAWARE
HATCHBEAUTY AGENCY, LLC		02/02/2023	Limited Liability Company: DELAWARE
LUC & COCO LLC		02/02/2023	Limited Liability Company: DELAWARE
TRENDALYTICS INNOCATION LABS, INC.		02/02/2023	Corporation: DELAWARE
HATCHBEAUTY PRODUCTS, LLC		02/02/2023	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	SECOND AVENUE CAPITAL PARTNERS LLC
Street Address:	75 Second Avenue, Suite 550
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02494
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 93

Property Type	Number	Word Mark
Registration Number:	6031209	A BEAUTY & WELLNESS INCUBATOR
Registration Number:	5282623	A TRICK OR TWO
Registration Number:	5234026	AMPLI-TINT
Registration Number:	5192920	ATMOS SHIELD
Registration Number:	5444209	AURADESCENCE
Registration Number:	5481713	BEAUTY'S MOST WANTED
Registration Number:	6789998	BE BEAUTY ESSENTIALS
Registration Number:	6790002	BE BEAUTY ESSENTIALS
Registration Number:	5587506	BIG DEAL
Registration Number:	5541870	BIG DREAMS SMALL PORES
Registration Number:	5087976	BIG REVIVAL BODIFYING HAIR MASK

TRADEMARK REEL: 007960 FRAME: 0590

900748037 REEL: 007960 F

Property Type	Number	Word Mark
Registration Number:	4994919	BODY BREAKTHROUGH
Registration Number:	5201101	BOND & HYDE
Registration Number:	5243065	BROW CHAMPION
Registration Number:	5193083	CASHMERE SLIP
Registration Number:	5429812	CASTING CALL
Registration Number:	5381052	CIRCLE OF FRIENDS
Registration Number:	5187931	CLIMATE CHANGE
Registration Number:	5387472	COLLATERAL DAMAGE
Registration Number:	5047115	COMPLETE 12
Registration Number:	5388222	CREAM + POWDER = STAYING POWER
Registration Number:	5361056	DYNAMIC RENEWAL CREAM
Registration Number:	5195948	FIVE DEEP BREATHS
Registration Number:	5187930	FLASH LIGHT
Registration Number:	5397177	FORMER GLORY
Registration Number:	5330153	FORTIFINITY COMPLEX
Registration Number:	5350855	FOUND
Registration Number:	6719181	FOUND
Registration Number:	6821259	FOUND
Registration Number:	6798457	FOUND ACTIVE
Registration Number:	5193084	FULL DISCLOSURE
Registration Number:	5061139	FULL EXTENT
Registration Number:	5371023	GRAND OPENING
Registration Number:	5721370	HATCHBEAUTY
Registration Number:	6098900	HATCHBEAUTY BRANDS
Registration Number:	6098901	HATCHBEAUTY BRANDS
Registration Number:	5060816	HIGH SPIRITED WEIGHTLESS LEAVE IN CONDIT
Registration Number:	5476405	JUNKEE GIRL
Registration Number:	5493581	LIP CRAFT
Registration Number:	5307504	LIQUE
Registration Number:	5337261	LIQUE REFLECTIONS
Registration Number:	5187929	LIQUID CROWN
Registration Number:	3302615	LITTLE DOCS
Registration Number:	5520122	MAGNIFYING GLASS
Registration Number:	5061144	MAX CAPACITY
Registration Number:	5087669	MEGA PLUMP 5 PROTEIN COMPLEX
Registration Number:	5371823	MIRACLE INGREDIENTS FROM AROUND THE WORL
Registration Number:	5187991	MULTI-PHASIC SHIELDING COMPLEX
Registration Number:	4994917	NATURE WELL

Property Type	Number	Word Mark
Registration Number:	5622100	NUTRI-BOOST
Registration Number:	5187990	PEARL FOAM
Registration Number:	5571360	PERFORMANCE MATTERS
Registration Number:	5201566	POWER LOCK
Registration Number:	5234027	RECAST
Registration Number:	6195644	REMI ROSE
Registration Number:	6195645	REMI ROSE
Registration Number:	5376778	RISK TAKER
Registration Number:	5187928	SATIN PILLOW
Registration Number:	5195951	SCENT MARKET
Registration Number:	5386900	STAR TREATMENT
Registration Number:	5187927	STRONG BOND
Registration Number:	5307906	STUNT DOUBLE
Registration Number:	4933017	TATTOO JUNKEE
Registration Number:	5386908	THE COLOR AUTHORITY
Registration Number:	5097351	THE GLOSS UP
Registration Number:	5047116	THE GREAT INFLATE AIR WHIPPED STYLING FO
Registration Number:	5397176	TIME CAPSULE
Registration Number:	4970060	TJ
Registration Number:	5192970	TRIPLICITY
Registration Number:	5376123	UNCOMPROMISED
Registration Number:	5188037	WELL BEHAVED
Registration Number:	5423653	WILDER
Registration Number:	5571309	WILDERLABS
Serial Number:	97504209	ACTIVE BIOMIMETIC NUTRIENT COMPLEX
Serial Number:	97375208	BLENDCO
Serial Number:	97614742	FIVE DEEP BREATHS
Serial Number:	97162178	FOUND
Serial Number:	97504172	HATCHBEAUTY AGENCY
Serial Number:	97504195	HATCHBEAUTY PRODUCTS
Serial Number:	97162193	HONEY & SOUL
Serial Number:	97322913	MOTIV
Serial Number:	88498520	NATUREWELL
Serial Number:	97546846	NATUREWELL MAMA
Serial Number:	97225822	OF A KIND
Serial Number:	97162159	REFRESHER COURSE
Serial Number:	97715325	RHEIA
Serial Number:	90786723	SCENT HAPPY

Property Type	Number	Word Mark	
Serial Number:	97614722	SCENT HAPPY	
Serial Number:	90977868	STORY. BEAUTY	
Serial Number:	90785313	STORY. BEAUTY	
Serial Number:	97308728	TXTUR	
Serial Number:	90785331	WILDER	
Registration Number:	5349933	TRENDALYTICS	

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: 8004945225

Email: ipteam@cogencyglobal.com

Correspondent Name: Stewart Walsh

Address Line 1: 1025 Connecticut Ave NW, Suite 712

Address Line 2: COGENCY GLOBAL Inc.
Address Line 4: Washington, D.C. 20036

ATTORNEY DOCKET NUMBER:	1904965
NAME OF SUBMITTER:	Janet S. Wamsley
SIGNATURE:	/Janet S. Wamsley/
DATE SIGNED:	02/03/2023

Total Attachments: 10

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AMENDED AND RESTATED INTELLECTUAL PROPERTY SECURITY AGREEMENT

This AMENDED AND RESTATED INTELLECTUAL PROPERTY SECURITY AGREEMENT (this "Agreement"), dated as of February 2, 2023, is entered into by and among HATCHBEAUTY BRANDS, LLC, a Delaware limited liability company, HATCHBEAUTY AGENCY, LLC, a Delaware limited liability company, LUC & COCO LLC, a Delaware limited liability company, TRENDALYTICS INNOCATION LABS, INC., a Delaware limited liability company, and HATCHBEAUTY PRODUCTS, LLC, a Delaware limited liability company, (each a "Grantor" and jointly and severally, collectively, the "Grantors") and SECOND AVENUE CAPITAL PARTNERS LLC, as collateral agent (together with any successors and assigns in such capacity, "Assignee"). This Agreement amends, restates, and replace that certain Intellectual Property Security Agreement, dated as of April 20, 2022 (the "Original Security Agreement") among the Grantors and Tiger Finance, LLC.

WHEREAS, pursuant to a Security Agreement, dated as of December 30, 2022, among, among others, the Grantors and the Assignee (as amended, restated, amended and restated, supplemented, or otherwise modified from time to time, the "Security Agreement"), the Grantors have granted in favor of Assignee a security interest in certain Collateral, including, without limitation, the Trademarks set forth on Schedule A.

NOW, THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantors and the Assignee hereby agree as follows:

1. <u>Definitions</u>. Capitalized terms not otherwise defined herein have the respective meanings ascribed to them in the Security Agreement, as applicable. In addition, the following term used herein has the meaning set forth below:

"Trademarks" means all of the following included in the Collateral: (i) all registered and unregistered trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, logos, Internet domain names and other source or business identifiers, and all goodwill associated therewith, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all applications in connection therewith (excluding any intent-to-use applications filed pursuant to 15 U.S.C. § 1051(b)(1), provided that each such application shall become a "Trademark" under this Agreement upon such application becoming an application pursuant to 15 U.S.C. § 1051(a)(1)), whether in the U.S. Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, or otherwise, and all common-law rights related thereto, including, without limitation, any of the foregoing referred to on Schedule A hereto, and (ii) the right to obtain all renewals thereof.

2. Grant of Security Interest.

(a) Subject to the terms and conditions of the Security Agreement, to evidence further the security interest granted by the Grantors to the Assignee pursuant to the Security Agreement, each Grantor hereby grants to the Assignee a security interest in all of Grantor's right, title and interest in, to and under the Trademarks, whether now owned or existing or at any time hereafter acquired or arising and wherever located, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of Obligations.

- (b) <u>Schedule A</u> annexed hereto contains a true and accurate list of all registrations and applications for registration for the Trademarks (excluding Internet domain names) owned by Grantors and registered or pending before the U.S. Patent and Trademark Office as of the date hereof.
- (c) The security interest granted hereby is granted concurrently and in conjunction with the security interest granted to the Assignee under the Security Agreement. In the event that any of the provisions of this Agreement are in conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

3. Modifications.

This Agreement or any provision hereof may not be changed, waived, or terminated except in accordance with the amendment provisions of the Security Agreement.

4. Recordation.

Grantors authorize the Commissioner for Trademarks and any other government officials to record and register this Agreement upon request by the Assignee.

5. <u>Applicable Law</u>.

THE VALIDITY, INTERPRETATION AND ENFORCEMENT OF THIS AGREEMENT AND ANY DISPUTE ARISING OUT OF THE RELATIONSHIP BETWEEN THE PARTIES HERETO, WHETHER IN CONTRACT, TORT, EQUITY OR OTHERWISE, SHALL BE GOVERNED BY THE INTERNAL LAWS OF THE STATE OF NEW YORK BUT EXCLUDING ANY PRINCIPLES OF CONFLICTS OF LAW OR OTHER RULE OF LAW THAT WOULD CAUSE THE APPLICATION OF THE LAW OF ANY JURISDICTION OTHER THAN THE LAWS OF THE STATE OF NEW YORK.

6. <u>Counterparts</u>.

This Agreement may be executed in any number of counterparts, each of which shall be an original, but all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of this Agreement by fax or other electronic method of transmission shall have the same force and effect as the delivery of an original executed counterpart of this Agreement or any of such other Loan Documents. Any party delivering an executed counterpart of any such agreement by fax or other electronic method of transmission shall in a timely manner also deliver an original executed counterpart to the other party upon request, but the failure to do so shall not affect the validity, enforceability or binding effect of such agreement.

7. <u>Successors and Assigns</u>.

This Agreement will be binding on and shall inure to the benefit of the parties hereto and their respective successors and assigns.

8. Amendment and Restatement.

This Agreement is an amendment and restatement of the Original Security Agreement, it being acknowledged and agreed that as of the date hereof all obligations outstanding under or in connection with the Original Security Agreement constitute obligations under this Agreement. This Agreement is in no way intended to constitute a novation of the Original Security Agreement. With respect to (i) any date or time period occurring and ending prior to the date hereof, the Original Security Agreement shall govern

the respective rights and obligations of any party or parties hereto also party thereto and shall for such purposes remain in full force and effect; and (ii) any date or time period occurring or ending on or after the date hereof, the rights and obligations of the parties hereto shall be governed by this Agreement. From and after the date hereof, any reference to the Original Security Agreement in any of the other document related to the Security Agreement executed or issued by and/or delivered to any one or more parties hereto pursuant to or in connection therewith shall be deemed to be a reference to this Agreement, and the provisions of this Agreement shall prevail in the event of any conflict or inconsistency between such provisions and those of the Original Security Agreement.

[Signature page follows.]

IN WITNESS WHEREOF, each of the undersigned has caused this Agreement to be duly executed and delivered as of the date first above written.

GRANTORS:

HATCHBEAUTY BRANDS, LLC Name: Kristin Bibb Title: President HATCHBEAUTY PRODUCTS, LLC Name: Kristin Bibb Title: President HATCHBEAUTY LABORATORIES, LLC Name: Kristin Bibb Title: President HATCHBEAUTY AGENCY, LLC Name: Kristin Bibb Title: President HATCHBEAUTY PRODUCTS INTERNATIONAL, INC. Name: Kristin Bibb Title: President LUC & COCO LLC Name: Kristin Bibb Title: President JENNA HIPP CLEAN BEAUTY, LLC Name: Kristin Bibb

[Signature Page to Amended and Restated Intellectual Property Security Agreement]

Title: President

TRENDALYTICS INNOVATION LABS, INC.

By: Kristin Bibb

Title: President

[Signature Page to Amended and Restated Intellectual Property Security Agreement]

TRADEMARK

REEL: 007960 FRAME: 0598 -

ASSIGNEE:

SECOND AVENUE CAPITAL PARNERS LLC

By: Mark E. Gallivan
Title: Managing Director

[Signature Page to Amended and Restated Intellectual Property Security Agreement]

Schedule A to INTELLECTUAL PROPERTY SECURITY AGREEMENT TRADEMARKS

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A GRIZZOS A BEAUTY & WELLINESS INCUBATOR S/24/2019 A/17/2020 ATTICK OR TWO S/15/2019 ATTICK OR TWO S/15/2019 A/17/2020 ATTICK OR TWO S/15/2019 A/17/2020 A/1	4/25/2017 HATCHBEAUTY Agency, LLC	4/25/2017	8/3/2016	FULL DISCLOSURE	5193084	87126192
6031209 A BEAULTY & WELLINESS INCUBATION 5/24/2019 5283623 A TRICK OR TWO 815/2016 5234026 AMPLI-TINT 10/17/2016 5192920 6/1/2016 6/1/2016 5444209 AURADESCENCE 10/17/2016 5790002 BE BEAUTY SOST WANTED & Design 8/21/2019 5587506 BIG DEAL 8/2/2019 5541870 BIG DEAL 2/3/2017 5549319 BIG REVIVA L BODIFYING HAIR MASK 2/17/2016 5087976 BIG REVIVAL BODIFYING HAIR MASK 4/17/2015 5093083 CASTING CALL 4/6/2017 52410101 BOND BREAKTHROUGH 10/17/2016 5193083 CASTING CALL 4/6/2017 5243065 BROW CHAMPION 10/17/2016 5193083 CASTINGE CALL 4/6/2017 52429812 CIRCLE OF FRIENDS LOGO 9/17/2015 5187931 COILATERAL DAMAGE 5/25/2016 52387472 COILATERAL DAMAGE 5/25/2016 5387473 COILATERAL DAMAGE 5/23/2015 5387058	HATCHBEAUTY Agency, LLC	7/19/2022	7/30/2020	FOUND ACTIVE	6798457	90083679
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8000000000000000000000000000000000000	HATCHBEAUTY Agency, LLC	5/3/2022	10/10/2018	FOUND	6719181	88149562
E0031209 A BEAULY & WELLINESS INCUBATION 5/24/2019 52802623 A ATRICK OR NEOS OR TON	HATCHBEAUTY Agency, LLC	12/5/2017	7/15/2014	FOUND	5350855	86337288
50031209 A BEAUTY & WELLINESS INCUMENTON 5/24/2019 52802623 A TRICK OR TWO 8/5/24/2019 52340262 A TRICK OR TWO 10/1/2016 52340263 A TRICK OR TWO 10/1/2016 52340263 10/1/2016 10/1/2016 5192920 ATMOS SHIELD 10/1/2016 5441713 BEAUTY SMOST WESTENTIALS 8/21/2019 5481713 BEEAUTY SMOST WESTENTIALS 8/22/2019 579002 BE BEAUTY ESSENTIALS 8/22/2019 5587506 BIG DREAMS SMALL PORES 2/3/2017 558776 BIG DREAMS SMALL PORES 2/3/2017 5587776 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BODY BREAKTHROUGH 10/17/2016 5132083 CASHIMERE SLIP 8/3/2016 5429812 CIRCLE OF FRIENDS LOGO 9/17/2015 51387931 CUIMATE CHANGE 2/25/2016 5047115 COLLATERAL DAMAGE 5/23/2016 5387472 CREAM + POWDER = STAYING POWER 5/13/			6/25/2015	FORTIFYNITY COMPLEX	5330153	86674865
6031209 A BEAUTY & WELLINESS INCUBATOR 5/24/2019 5282623 A TRICK ORT TWO 8/5/24/2019 5284026 A AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 10/17/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2019 5780998 BE BEAUTY ESSENTIALS 8/2/21/2019 6790002 BE BEAUTY ESSENTIALS 8/2/2017 5587506 BIG DREAUTY ESSENTIALS 8/2/2017 5587506 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 5987976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 5987976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 593083 CASHMERE SUIP 4/17/2016 593083 CASHMERE SUIP 8/3/2016 594791 BODY BREAKTHROUGH 4/6/2017 5913083 CASHMERE SUIP 8/3/2016 59127016 8/3/2016 8/3/2016 5928702 CUIMATE CHANGE 5/25/2016 594715 COLLATERAL DAMAGE 5/23/2017 <	HATCHBEAUTY Agency, LLC	2/6/2018	5/25/2016	FORMER GLORY	5397177	87050227
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6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2019 5541870 BIG DREAMS SMALL PORES 2/3/2017 5541870 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODDY BREAKTHROUGH 4/17/2016 5243065 BROW CHAMPION 10/17/2016 5193083 CASTING CALL 4/6/2017 5429812 CASTING CALL 4/6/2017 5187931 CIRCLE OF FRIENDS LOGO 9/17/2015 5387472 COLLATERAL DAMAGE 5/25/2016 5047115 COLLATERAL DAMAGE 5/13/2015	HATCHBEAUTY Agency, LLC	1/23/2018	2/3/2017	CREAM + POWDER = STAYING POWER	5388222	87324362
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6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2019 5587506 BIG DREAMS SMALL PORES 2/3/2017 5541870 BIG DREAMS SMALL PORES 2/3/2017 5087976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BOND & HYDE 2/12/2016 5243065 BROW CHAMPION 10/17/2016 5193083 CASTING CALL 4/6/2017 5429812 CASTING CALL 4/6/2017 5429812 CIRCLE OF FRIENDS LOGO 9/17/2015 5187931 CLIMATE CHANGE 2/25/2016	HATCHBEAUTY Agency, LLC	1/23/2018	5/25/2016	COLLATERAL DAMAGE	5387472	87050217
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2017 5541870 BIG DREAI 8/22/2017 5541870 BIG DREAINS SMALL PORES 2/3/2017 5087976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BODY BREAKTHROUGH 2/12/2016 5243065 BROW CHAMPION 10/17/2016 5193083 CASHMERE SLIP 8/3/2016 5429812 CORCLE OF FRIENDS LOGO 9/17/2015	HATCHBEAUTY Agency, LLC	4/18/2017	2/25/2016	CLIMATE CHANGE	5187931	86920453
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 52834026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEBAUTY'S MOST WANTED & Design 7/21/2019 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/21/2019 5587506 BIG DREAMS SMALL PORES 2/3/2017 5541870 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BODY BREAKTHROUGH 4/17/2016 5243065 BROW CHAMPION 10/17/2016 5193083 CASHMERE SLIP 8/3/2017	Luc & Coco LLC	1/16/2018	9/17/2015	CIRCLE OF FRIENDS LOGO	5381052	86759614
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2019 5587506 BIG DREAMS SMALL PORES 2/3/2017 5587976 BIG DREAMS SMALL PORES 2/3/2017 5087976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BOND & HYDE 2/12/2016 5243065 BROW CHAMPION 10/17/2016 5193083 CASHMERE SLIP 8/3/2016	HATCHBEAUTY Agency, LLC	3/20/2018	4/6/2017	CASTING CALL	5429812	87401223
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLITINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 5587506 BE BEAUTY ESSENTIALS 8/2/2017 5541870 BIG DREAMS SMALL PORES 2/3/2017 5087976 BIG DREAMS SMALL PORES 2/3/2017 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BODY BREAKTHROUGH 2/12/2016 5243065 BROW CHAMPION 10/17/2016	HATCHBEAUTY Agency, LLC	4/25/2017	8/3/2016	CASHMERE SLIP	5193083	87126150
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLITINT 10/17/2016 5192920 AMPLITINT 10/17/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2019 5587506 BIG DEAL 8/22/2019 5587976 BIG DREAMS SMALL PORES 2/3/2017 5087976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015 4994919 BODY BREAKTHROUGH 4/17/2015 5201101 BOND & HYDE 2/12/2016	HATCHBEAUTY Agency, LLC	7/11/2017	10/17/2016	BROW CHAMPION	5243065	87206071
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 AMPLI-TINT 10/17/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6790002 BE BEAUTY ESSENTIALS 8/21/2019 5587506 BE BEAUTY ESSENTIALS 8/22/2019 5541870 BIG DREAMS SMALL PORES 8/2/2017 5587976 BIG DREAMS SMALL PORES 2/3/2017 4994919 BODY BREAKTHROUGH 4/17/2015	HATCHBEAUTY Agency, LLC	5/9/2017	2/12/2016	BOND & HYDE	5201101	86907003
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2019 5587506 BIG DREAMS SMALL PORES 2/3/2017 5541870 BIG DREAMS SMALL PORES 2/3/2017 5087976 BIG REVIVAL BODIFYING HAIR MASK 9/14/2015	HATCHBEAUTY Agency, LLC	7/5/2016	4/17/2015	BODY BREAKTHROUGH	4994919	86978998
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 6790002 BE BEAUTY ESSENTIALS 8/22/2019 5587506 BIG DREAMS SMALL PORES 2/3/2017	HATCHBEAUTY Agency, LLC	11/22/2016	9/14/2015	BIG REVIVAL BODIFYING HAIR MASK	5087976	86755991
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 5192920 ATMOS SHIELD 6/1/2016 5444209 AURADESCENCE 10/17/2016 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 6789998 BE BEAUTY ESSENTIALS 8/21/2019 5587506 BE BEAUTY ESSENTIALS 8/22/2017	HATCHBEAUTY Agency, LLC	8/14/2018	2/3/2017	BIG DREAMS SMALL PORES	5541870	87324368
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 6 5234026 AMPLI-TINT 10/17/2016 6 5192920 ATMOS SHIELD 6/1/2016 4 5444209 AURADESCENCE 10/17/2016 4 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 5 6789998 BE BEAUTY ESSENTIALS 8/21/2019 7 6790002 BE BEAUTY ESSENTIALS 8/22/2019 7	HATCHBEAUTY Agency, LLC	10/16/2018	8/2/2017	BIG DEAL	5587506	87553183
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 8/25/2016 5234026 AMPLI-TINT 10/17/2016 6 5192920 ATMOS SHIELD 6/1/2016 4 5444209 AURADESCENCE 10/17/2016 4 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 5 6789998 BE BEAUTY ESSENTIALS 8/21/2019 7	HatchBeauty Brands, LLC	7/12/2022	8/22/2019	BE BEAUTY ESSENTIALS	6790002	88589408
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 6 5234026 AMPLI-TINT 10/17/2016 6 5192920 ATMOS SHIELD 6/1/2016 4 5444209 AURADESCENCE 10/17/2016 4 5481713 BEAUTY'S MOST WANTED & Design 7/21/2016 5	HatchBeauty Brands, LLC	7/12/2022	8/21/2019	BE BEAUTY ESSENTIALS	6789998	88587695
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 6 5192920 ATMOS SHIELD 6/1/2016 4 5444209 AURADESCENCE 10/17/2016 4	HATCHBEAUTY Agency, LLC	5/29/2018	7/21/2016	BEAUTY'S MOST WANTED & Design	5481713	87112001
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 6 5192920 ATMOS SHIELD 6/1/2016 4	HATCHBEAUTY Agency, LLC	4/10/2018	10/17/2016	AURADESCENCE	5444209	87206213
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016 5234026 AMPLI-TINT 10/17/2016 6	HATCHBEAUTY Agency, LLC	4/25/2017	6/1/2016	CLIBIHS SOMTA	5192920	87056643
6031209 A BEAUTY & WELLNESS INCUBATOR 5/24/2019 5282623 A TRICK OR TWO 8/15/2016	HATCHBEAUTY Agency, LLC	_	10/17/2016	AMPLI-TINT	5234026	87206189
A BEAUTY & WELLNESS INCUBATOR 5/24/2019	HATCHBEAUTY Agency, LLC		8/15/2016	A TRICK OR TWO	5282623	87139150
	HATCHBEAUTY Agency, LLC	4/7/2020	5/24/2019	A BEAUTY & WELLNESS INCUBATOR	6031209	88446304
				333/189/1974		

86299902 5386908	<u>86243086</u> 4933017	87126478 5307906	86920430 5187927	86288769 5386900	86304305 5195951	86920436 5187928	87325862 5376778	87935550 6195645	87935502 6195644	87206198 5234027	87036875 5201566	87313292 5571360	86934756 5187990	87883994 5622100	86978931 4994917	86934812 5187991	87976218 5371823 MIRACLE	86690260 5087669	86979956 5061144	87051153 5520122	78968159 3302615	86920442 5187929	87401795 5337261	86982835 5307504	87446501 5493581	87252224 5476405	85755968 5060816 HIGH SPI	88446299 6098901	88446286 6098900	88097391 5721370	87126476 5371023	COLLO
THE COLOR AUTHORITY	TATTOO JUNKEE	STUNT DOUBLE	STRONG BOND	STAR TREATMENT	SCENT MARKET	SATIN PILLOW	RISK TAKER	REMI ROSE & Design	REMI ROSE	RECAST	POWER LOCK	PERFORMANCE MATTERS	PEARL FOAM	NUTRI-BOOST	NATURE WELL	MULTI-PHASIC SHIELDING COMPLEX	MIRACLE INGREDIENTS FROM AROUND THE WORLD	MEGA PLUMP 5 PROTEIN COMPLEX	MAX CAPACITY	MAGNIFYING GLASS	LITTLE DOCS	LIQUID CROWN	LIQUE REFLECTIONS	LIQUE	LIP CRAFT	Junkee Girl	HIGH SPIRITED WEIGHTLESS LEAVE IN CONDITIONER	HATCHBEAUTY BRANDS (stylized)	HATCHBEAUTY BRANDS	HATCHBEAUTY	GRAND OPENING	JOOTT33
6/4/2014	4/4/2014	8/3/2016	2/25/2016	5/22/2014	6/9/2014	2/25/2016	2/6/2017	5/24/2018	5/24/2018	10/17/2016	5/13/2016	1/25/2017	3/9/2016	4/19/2018	11/8/2014	3/9/2016	7/19/2016	7/10/2015	7/14/2015	5/26/2016	9/6/2006	2/25/2016	4/6/2017	2/20/2015	5/11/2017	11/30/2016	9/14/2015	5/24/2019	5/24/2019	8/29/2018	8/3/2016	1/20/2013
1/23/2018 HATCHBEAUTY Agency, LLC	4/5/2016 HatchBeauty Brands, LLC	10/10/2017 HATCHBEAUTY Agency, LLC	4/18/2017 HATCHBEAUTY Agency, LLC	1/23/2018 HATCHBEAUTY Agency, LLC	5/2/2017 HATCHBEAUTY Agency, LLC	4/18/2017 HATCHBEAUTY Agency, LLC	1/9/2018 HATCHBEAUTY Agency, LLC	11/10/2020 HatchBeauty Brands, LLC	11/10/2020 HatchBeauty Brands, LLC	6/27/2017 HATCHBEAUTY Agency, LLC	5/9/2017 HATCHBEAUTY Agency, LLC	9/25/2018 HATCHBEAUTY Agency, LLC	4/18/2017 HATCHBEAUTY Agency, LLC	12/4/2018 HATCHBEAUTY Agency, LLC	7/5/2016 HATCHBEAUTY Agency, LLC	4/18/2017 HATCHBEAUTY Agency, LLC	1/2/2018 HATCHBEAUTY Agency, LLC	11/22/2016 HATCHBEAUTY Agency, LLC	10/11/2016 HATCHBEAUTY Agency, LLC	7/17/2018 HATCHBEAUTY Agency, LLC	10/2/2007 Luc & Coco LLC	4/18/2017 HATCHBEAUTY Agency, LLC	11/14/2017 HatchBeauty Brands, LLC	10/10/2017 HatchBeauty Brands, LLC	6/12/2018 HATCHBEAUTY Agency, LLC	5/22/2018 HatchBeauty Brands, LLC	10/11/2016 HATCHBEAUTY Agency, LLC	7/14/2020 HATCHBEAUTY Agency, LLC	7/14/2020 HATCHBEAUTY Agency, LLC	4/9/2019 HATCHBEAUTY Agency, LLC	1/2/2018 HATCHBEAUTY Agency, LLC	יט/ ייי/ כטיים וואי כוום באט ווי אצפווכץ, רבכ

87432864 5349933 Trendalytics	97322913	9000000	90785331	97308728	90785313	90977868	97614722	90786723	97715325	97162159	97225822	97546846	88498520	97322913	97162193	97504195	97504172	97162178	97614742	97375208	97504209	87288192 5571309	86332721 5423653	86950775 5188037	87048782 5376123	87077232 5192970	86557717 4970060	87050224 5397176	86979607 5047116	<u>86980480</u> 5097351
Trendalytics	Motiv		WILDER	TXTUR	STORY. BEAUTY	STORY. BEAUTY	SCENT HAPPY	SCENT HAPPY	КНЕІА	REFRESHER COURSE	OF A KIND	NATUREWELL MAMA	NATUREWELL	VITOM	HONEY & SOUL	HATCHBEAUTY PRODUCTS	HATCHBEAUTY AGENCY	FOUND	FIVE DEEP BREATHS	BLENDCO	ACTIVE BIOMIMETIC NUTRIENT COMPLEX	WILDERLABS	WILDER	WELL BEHAVED	UNCOMPROMISED	TRIPLICITY	TJ & Design (bow)	TIME CAPSULE	THE GREAT INFLATE AIR WHIPPED STYLING FOAM	5097351 THE GLOSS UP
5/2/2017	3/21/2022		6/21/2021	3/11/2022	6/21/2021	6/21/2021	9/30/2022	6/21/2021	12/13/2022	12/8/2021	1/18/2022	8/12/2022	7/2/2019	3/21/2022	12/8/2021	7/14/2022	7/14/2022	12/8/2021	9/30/2022	4/21/2022	7/14/2022	1/3/2017	7/9/2014	3/23/2016	5/24/2016	6/20/2016	3/9/2015	5/25/2016	6/16/2015	7/7/2015
12/5/2017 LABS, INC																						9/25/2018	3/13/2018	4/18/2017	1/9/2018	4/25/2017	5/31/2016	2/6/2018	9/20/2016	12/6/2016
LABS, INC.	TRENDALYTICS INNOVATION		HATCHBEAUTY Agency, LLC	9/25/2018 HATCHBEAUTY Agency, LLC	3/13/2018 HATCHBEAUTY Agency, LLC	4/18/2017 HATCHBEAUTY Agency, LLC	1/9/2018 HATCHBEAUTY Agency, LLC	HATCHBEAUTY Agency, LLC	5/31/2016 HatchBeauty Brands, LLC	2/6/2018 HATCHBEAUTY Agency, LLC	9/20/2016 HATCHBEAUTY Agency, LLC	12/6/2016 HATCHBEAUTY Agency, LLC																		

TRADEMARK
RECORDED: 02/03/2023 REEL: 007960 FRAME: 0603