

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM796198

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900749083		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Center Brands LLC		12/13/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Naturium LLC		
Street Address:	9200 W. Sunset Blvd.		
Internal Address:	Ste. 201		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6049667	NATURIUM	
CORRESPONDENCE DATA			
Fax Number:	3142311776		
<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:	3148898000		
Email:	uspt@polsinelli.com, scason@polsinelli.com		
Correspondent Name:	Matthew J. Smith		
Address Line 1:	PO BOX 140310		
Address Line 4:	Kansas City, MISSOURI 64114-0310		
ATTORNEY DOCKET NUMBER:	117554-742875		
NAME OF SUBMITTER:	Matthew J. Smith		
SIGNATURE:	/Matthew J. Smith/		
DATE SIGNED:	03/21/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

December 13, 2022 FB '10

This Trademark Assignment (the "Assignment"), dated as of ~~November~~ December 13, 2022 (the "Effective Date"), is between The Center Brands LLC ("Assignor"), and Naturium LLC ("Assignee").

WHEREAS, Assignor is the owner of the trademarks listed on Exhibit A, attached hereto (hereinafter collectively, the "Assigned Marks"); and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to the Assigned Marks, together with the goodwill associated therewith.

NOW THEREFORE, NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

1. Assignor does hereby sell, assign, transfer and set over to Assignee Assignor's entire right, title and interest in and to the Assigned Marks together with Assignor's goodwill in connection with which the Assigned Marks is used, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments in respect of the Assigned Marks due or payable as of the date hereof or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Assigned Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

2. Assignor authorizes and requests Assignee to request the USPTO to record Assignee as assignee or transferee of the Assigned Marks and shall, promptly upon presentation to Assignor by Assignee, execute, or procure the execution of, such transfer documents and provide such information as required by the USPTO, and Assignor hereby covenants that Assignor has full right to convey its entire interest herein assigned, and that Assignor has not executed, and will not execute, any agreements in conflict herewith. Assignor shall provide Assignee, its successors, assigns or other legal representatives, with reasonable cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all documentation as may be reasonable required) in the recordation of this Assignment in the United States and in foreign countries.

Miscellaneous

a. This Assignment shall be construed and interpreted, and the rights of the parties shall be determined, in accordance with the Laws of the State of Delaware, without giving effect to any provision thereof that would require the application of the substantive Laws of any other jurisdiction.

b. This Assignment shall extend to, inure to the benefit of, and be binding upon the parties hereto and their respective directors, officers, partners, proprietors, agents, employees, representatives, affiliates, successors, heirs and assigns.

c. This Assignment may be executed in one or more counterparts, all of which shall be considered one and the same instrument and shall become effective when one or more counterparts have been signed by each of the parties hereto and delivered to the other parties hereto; it being understood that all parties hereto need not sign the same counterpart. The delivery by facsimile or by electronic delivery in PDF format (or any electronic signature complying with the U.S. federal E-SIGN Act of 2000) of this Agreement with all executed signature pages (in counterparts or otherwise) shall be sufficient to bind the parties hereto to the terms and conditions set forth herein. All of the counterparts will together constitute one and the same instrument and each counterpart will constitute an original of this Assignment.


The parties have caused this Assignment to be signed and executed by their respective undersigned officers thereunto duly authorized on the date first written above.

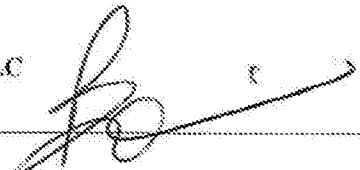
ASSIGNOR:

ASSIGNEE:

THE CENTER BRANDS LLC

NATURIUM LLC

By: 

By: 

Name: ANDREA ORSOLINI

Title: PRESIDENT OF BRANDS

Name: Francois Bonin

Title: CEO

STATE OF California

COUNTY OF Los Angeles

Orsolini On this day, Dec. 13, 2022, before me personally appeared Francois Bonin & Andrea Orsolini, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument, who, being duly sworn, did depose and say that he or she executed the same in his or her authorized capacity as the CEO & pres. of brands of Assignor, and acknowledged the instrument to be the free act and deed of Assignor for the uses and purposes mentioned in the instrument.

In testimony whereof, I have hereunto set my hand and affixed my official seal the day and year above written.

Notary Public: [Signature]

My Commission Expires: Aug. 8th 2023

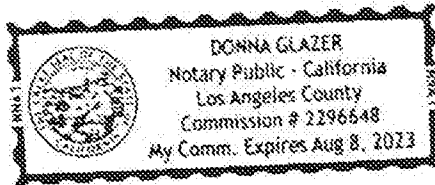


EXHIBIT A

Trademark Name	Country Name	Application Number	Registration Number	Owner
NATURIUM	China (People's Republic)	58881135		The Center Brands LLC
NATURIUM	European Union (Community)	1670523		The Center Brands LLC
NATURIUM	Int'l Registration - Madrid Agreement / Protocol	1670523	1670523	The Center Brands LLC
NATURIUM	Malaysia	1670775		The Center Brands LLC
NATURIUM	Malaysia	1670523		The Center Brands LLC
NATURIUM	Singapore	1670775		The Center Brands LLC
NATURIUM	Singapore	1670523		The Center Brands LLC
NATURIUM	Thailand	1670523		The Center Brands LLC
NATURIUM	United Kingdom	1670523	1670523	The Center Brands LLC
NATURIUM	United States of America	88/570,470	6,049,667	The Center Brands LLC