

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM807980

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trendalytics Innovation Labs, Inc.		05/04/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	HATCHBEAUTY Agency, LLC		
Street Address:	10951 Pico Blvd.		
Internal Address:	Suite 201		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5349933	TRENDALYTICS	
CORRESPONDENCE DATA			
Fax Number:	6029165651		
<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:	602-916-5451		
Email:	ip@fennemorelaw.com		
Correspondent Name:	Stacie K. Smith		
Address Line 1:	2394 East Camelback Road		
Address Line 2:	Suite 600		
Address Line 4:	Phoenix, ARIZONA 85016-3429		
ATTORNEY DOCKET NUMBER:	045793.0001		
NAME OF SUBMITTER:	Stacie K. Smith		
SIGNATURE:	/Stacie K Smith/		
DATE SIGNED:	05/04/2023		
Total Attachments: 1			
source=5-4-2023 trademark assignment for TRENDALYTICS#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Trendalytics Innovation Labs, Inc., a Delaware corporation, with an address of 524 Broadway, New York, New York 10012 ("Assignor") is the owner of all right, title and interest in and to the trademark TRENDALYTICS and U.S. Trademark Registration No. 5,349,933 (collectively the "Trademark"); and

WHEREAS, HATCHBEAUTY Agency, LLC, a Delaware limited liability company, with a business address of 10951 Pico Blvd., Suite 201, Los Angeles, California 90064 ("Assignee") desires to acquire the Trademark;

NOW, THEREFORE, in consideration of the foregoing and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest, including common law rights, in and to the Trademark, including but not limited to all of Assignor's rights in the United States and worldwide in and to said Trademark and the right to file for protection of the Trademark throughout the world, together with the goodwill of the business associated with the Trademark.

Assignor agrees to perform, at Assignee's request, all reasonable acts and to execute all documents reasonably necessary for Assignee to perfect its ownership in and to the Trademark including the Registration.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of this 4 day of May, 2023.

ASSIGNOR:

Trendalytics Innovation Labs, Inc.

By: 

Name: Kristin Bibb

Title: President and CCO