

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM829135

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DPLACE AI, INC.		09/30/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Ulta Beauty, Inc.		
Street Address:	1000 Remington Blvd.		
Internal Address:	Suite 120		
City:	Bolingbrook		
State/Country:	ILLINOIS		
Postal Code:	60440		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97514032	HAIR GENOME	
CORRESPONDENCE DATA			
Fax Number:	3127595646		
<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:	3123571313		
Email:	mandrade@btlaw.com		
Correspondent Name:	BARNES & THORNBURG LLP		
Address Line 1:	P.O. Box 2786		
Address Line 4:	Chicago, ILLINOIS 60690-2786		
ATTORNEY DOCKET NUMBER:	47971-392372		
NAME OF SUBMITTER:	Melissa A. Vallone		
SIGNATURE:	/mvallone/		
DATE SIGNED:	08/03/2023		
Total Attachments: 4			
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source=DPLACE AI - ULTA BEAUTY - Trademark Assignment Agreement#page2.tif			
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OP \$40.00 97514032

**U.S. PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”) is made and entered into as of September 30, 2022 (“**Effective Date**”), by and between DPLACE AI, INC. (“**Assignor**”), and ULTA BEAUTY, INC. (“**Assignee**”).

WHEREAS, Assignor is the owner of certain trademark registrations set forth on Schedule A hereof, (the “**Trademarks**”); and

WHEREAS, Assignor desires to assign all of Assignor’s right, title and interest in and to such Trademarks to Assignee and Assignee desires to acquire all of Assignor’s right, title and interest in and to the Trademarks in accordance with the terms and conditions of this Assignment;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, Assignor’s entire right, title and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks, 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 due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement, misappropriation or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns, or other legal representatives. Assignor hereby requests the United States Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign jurisdictions, to record Assignee as the assignee and owner of the Trademarks.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR

By: Xin Chung
Xin Chung (Aug 2, 2023 09:28 PDT)

Name: Xin Chung

Title: Founder & CEO

Date: Aug 2, 2023

ASSIGNEE

By: Jodi J. Caro
Jodi J. Caro (Aug 2, 2023 09:47 EDT)

Name: Jodi J. Caro

Title: General Counsel, Chief Risk & Compliance Officer

Date: Aug 2, 2023

SCHEDULE A

Trademark	Country	Serial Number	Status
HAIR GENOME	United States	97514032	Active











DPLACE AI - ULTA BEAUTY - Short Form - Trademark Assignment Agreement (HL 7.18.23)

Final Audit Report

2023-08-02

Created:	2023-08-02
By:	Rebecca Roby (RRoby@ulta.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAOoahyKMGfm7T30RGsyCCOyVYDvajRmhy

"DPLACE AI - ULTA BEAUTY - Short Form - Trademark Assignment Agreement (HL 7.18.23)" History

-  Document created by Rebecca Roby (RRoby@ulta.com)
2023-08-02 - 12:11:29 PM GMT
-  Document emailed to jcaro@ulta.com for signature
2023-08-02 - 12:15:12 PM GMT
-  Email viewed by jcaro@ulta.com
2023-08-02 - 12:45:35 PM GMT
-  Signer jcaro@ulta.com entered name at signing as Jodi J. Caro
2023-08-02 - 12:47:26 PM GMT
-  Document e-signed by Jodi J. Caro (jcaro@ulta.com)
Signature Date: 2023-08-02 - 12:47:28 PM GMT - Time Source: server
-  Document emailed to xin@dplace.ai for signature
2023-08-02 - 12:47:29 PM GMT
-  Email viewed by xin@dplace.ai
2023-08-02 - 4:28:34 PM GMT
-  Signer xin@dplace.ai entered name at signing as Xin Chung
2023-08-02 - 4:28:56 PM GMT
-  Document e-signed by Xin Chung (xin@dplace.ai)
Signature Date: 2023-08-02 - 4:28:58 PM GMT - Time Source: server
-  Agreement completed.
2023-08-02 - 4:28:58 PM GMT