

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM830563

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HATCHBEAUTY Agency, LLC		08/08/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Trendalytics Innovation Labs, Inc.		
Street Address:	524 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Corporation: 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:	045793.0246		
NAME OF SUBMITTER:	Stacie K. Smith		
SIGNATURE:	/Stacie K Smith/		
DATE SIGNED:	08/09/2023		
Total Attachments: 1			
source=8-8-2023 Executed Assignment for TRENDALYTICS (5349933)#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, HATCHBEAUTY Agency, LLC, a Delaware limited liability company, with a business address of 10951 Pico Blvd., Suite 201, Los Angeles, California 90064 ("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, Trendalytics Innovation Labs, Inc., a Delaware corporation, with an address of 524 Broadway, New York, New York 10012 ("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 ___8___ day of ___August_____, 2023.

ASSIGNOR:

HATCHBEAUTY Agency, LLC

By: 

Name: Kristin Bibb

Title: President and CCO