

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM832450

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	PARTIAL RELEASE OF SECURITY INTEREST INTELLECTUAL PROPERTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SECOND AVENUE CAPITAL PARTNERS LLC		08/15/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	HATCHBEAUTY BRANDS, LLC		
Street Address:	10951 W. Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	HATCHBEAUTY AGENCY, LLC		
Street Address:	10951 W. Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	LUC & COCO LLC		
Street Address:	10951 W. Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	TRENDAL YTICS INNOVATION LABS, INC.		
Street Address:	10951 W. Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: DELAWARE		
Name:	HATCHBEAUTY PRODUCTS, LLC		
Street Address:	10951 W. Pico Boulevard		
City:	Los Angeles		

OP \$1840.00 5192920

State/Country:	CALIFORNIA
Postal Code:	90064
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 73

Property Type	Number	Word Mark
Registration Number:	5192920	ATMOS SHIELD
Registration Number:	5444209	AURADESCENCE
Registration Number:	5087976	BIG REVIVAL BODIFYING HAIR MASK
Registration Number:	4994919	BODY BREAKTHROUGH
Registration Number:	5187931	CLIMATE CHANGE
Registration Number:	5361056	DYNAMIC RENEWAL CREAM
Registration Number:	5397177	FORMER GLORY
Registration Number:	5330153	FORTIFINITY COMPLEX
Registration Number:	5060816	HIGH SPIRITED WEIGHTLESS LEAVE IN CONDIT
Registration Number:	5520122	MAGNIFYING GLASS
Registration Number:	5061144	MAX CAPACITY
Registration Number:	5087669	MEGA PLUMP 5 PROTEIN COMPLEX
Registration Number:	5187991	MULTI-PHASIC SHIELDING COMPLEX
Registration Number:	4994917	NATURE WELL
Registration Number:	5622100	NUTRI-BOOST
Registration Number:	5187990	PEARL FOAM
Registration Number:	7007947	REFRESHER COURSE
Registration Number:	5187928	SATIN PILLOW
Registration Number:	5187927	STRONG BOND
Registration Number:	5097351	THE GLOSS UP
Registration Number:	5047116	THE GREAT INFLATE AIR WHIPPED STYLING FO
Registration Number:	5397176	TIME CAPSULE
Registration Number:	5376123	UNCOMPROMISED
Registration Number:	5188037	WELL BEHAVED
Serial Number:	88498520	NATUREWELL
Serial Number:	97546846	NATUREWELL MAMA
Registration Number:	6031209	A BEAUTY & WELLNESS INCUBATOR
Registration Number:	5282623	A TRICK OR TWO
Registration Number:	5481713	BEAUTY'S MOST WANTED
Registration Number:	5587506	BIG DEAL
Registration Number:	5541870	BIG DREAMS SMALL PORES
Registration Number:	5193083	CASHMERE SLIP
Registration Number:	5429812	CASTING CALL

Property Type	Number	Word Mark
Registration Number:	5381052	CIRCLE OF FRIENDS
Registration Number:	5387472	COLLATERAL DAMAGE
Registration Number:	5388222	CREAM + POWDER = STAYING POWER
Registration Number:	5350855	FOUND
Registration Number:	6719181	FOUND
Registration Number:	6821259	FOUND
Registration Number:	6798457	FOUND ACTIVE
Registration Number:	5193084	FULL DISCLOSURE
Registration Number:	5371023	GRAND OPENING
Registration Number:	5721370	HATCHBEAUTY
Registration Number:	6098900	HATCHBEAUTY BRANDS
Registration Number:	6098901	HATCHBEAUTY BRANDS
Registration Number:	5476405	JUNKEE GIRL
Registration Number:	5493581	LIP CRAFT
Registration Number:	5307504	LIQUE
Registration Number:	5337261	LIQUE REFLECTIONS
Registration Number:	3302615	LITTLE DOCS
Registration Number:	5371823	MIRACLE INGREDIENTS FROM AROUND THE WORL
Registration Number:	5201566	POWER LOCK
Registration Number:	6195644	REMI ROSE
Registration Number:	6195645	REMI ROSE
Registration Number:	5376778	RISK TAKER
Registration Number:	5195951	SCENT MARKET
Registration Number:	5386900	STAR TREATMENT
Registration Number:	5307906	STUNT DOUBLE
Registration Number:	4933017	TATTOO JUNKEE
Registration Number:	5386908	THE COLOR AUTHORITY
Registration Number:	4970060	TJ
Registration Number:	5192970	TRIPPLICITY
Registration Number:	5571360	PERFORMANCE MATTERS
Registration Number:	5423653	WILDER
Registration Number:	5571309	WILDERLABS
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:	97715325	RHEIA

Property Type	Number	Word Mark
Serial Number:	90785331	WILDER
Serial Number:	97225822	OF A KIND

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:	2094731 TM 2
NAME OF SUBMITTER:	Janet S. Wamsley
SIGNATURE:	/Janet S. Wamsley/
DATE SIGNED:	08/16/2023

Total Attachments: 5
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PARTIAL RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

This PARTIAL RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (“Release”) is entered into as of the date last signed below (“Effective Date”).

WHEREAS, **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 INNOVATION 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”) are parties to that certain Amended and Restated Intellectual Property Security Agreement dated February 3, 2023 (the “Amended Security Agreement”) whereby Grantors granted to Assignee a security interest in and lien on certain collateral, including the Trademarks (as each is defined in the Amended Security Agreement);

WHEREAS, the Amended Security Agreement signed by and on behalf of TRENDALYTICS INNOVATION LABS, INC., and the Trademark Assignment Cover Sheet signed on February 2, 2023, contain a typographical error in the spelling of the company’s name, both erroneously referring to TRENDALYTICS INNOVATION LABS, INC.

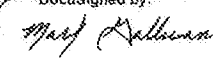
WHEREAS, the Amended Security Agreement was recorded in the Assignment Branch of the U.S. Patent and Trademark Office on February 2, 2023 at Reel 007960, Frame 0590 against the registrations and applications for registrations for the Trademarks; and

WHEREAS, the Grantors have requested that the Assignee provide a termination to evidence the release and discharge of the Assignee’s security interests in and liens on the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignee together with any successors and assigns does hereby release and forever discharge and reconvey to Grantors all of Assignee’s interest in, to and under the Trademarks identified in Schedule A hereto (the “Released Trademarks and Collateral”), so that it is as if the security interest had never been granted by Grantors to Assignee. Assignee authorizes the Grantors or their authorized representatives to record or file this Release with the USPTO or any other applicable governmental office or agency and further authorizes the Commissioner for Trademarks and any other government officials or agencies to record and register this Release upon request of one or more Grantors or their authorized representatives. The Assignee further agrees to execute and deliver to Grantors any and all further documents and instruments, and to do all further acts which Grantors (or its agents or designees) may reasonably request (at Grantors’ sole cost and expense) to confirm this Release and Grantors’ right, title and interest in and to the Released Trademarks and Collateral.

IN WITNESS WHEREOF, Assignee has caused this PARTIAL RELEASE OF SECURITY INTERESTS IN INTELLECTUAL PROPERTY to be executed and delivered as of this 15th day of August, 2023.

Assignee:
SECOND AVENUE CAPITAL PARTNERS LLC

By: 
Name: Mark Gullivan
Title: Managing Director

SCHEDULE A

Brand	Serial #	Reg. #	Word Mark	Class
OP PLAY	87056643	5192920	ATMOS SHIELD	3
OP PLAY	87206213	5444209	AURADESCENCE	3
OP PLAY	86755991	5087976	BIG REVIVAL BODIFYING HAIR MASK	3
OP PLAY	86978998	4994919	BODY BREAKTHROUGH	3
OP PLAY	86920453	5187931	CLIMATE CHANGE	3
NATUREWELL	87206226	5361056	DYNAMIC RENEWAL CREAM	3
OP PLAY	87050227	5397177	FORMER GLORY	3
OP PLAY	86674865	5330153	FORTIFYNITY COMPLEX	3
OP PLAY	86755968	5060816	HIGH SPIRITED WEIGHTLESS LEAVE IN	3
OP PLAY	87051153	5520122	MAGNIFYING GLASS	3
OP PLAY	86979956	5061144	MAX CAPACITY	3
OP PLAY	86690260	5087669	MEGA PLUMP 5 PROTEIN COMPLEX	3
OP PLAY	86934812	5187991	MULTI-PHASIC SHIELDING COMPLEX	3
NATUREWELL	86978931	4994917	NATURE WELL	3
NATUREWELL	87883994	5622100	NUTRI-BOOST	3
OP PLAY	86934756	5187990	PEARL FOAM	3
OP PLAY	97162159	7007947	REFRESHER COURSE	3
OP PLAY	86920436	5187928	SATIN PILLOW	3
OP PLAY	86920430	5187927	STRONG BOND	3
OP PLAY	86980480	5097351	THE GLOSS UP	3
OP PLAY	86979607	5047116	THE GREAT INFLATE AIR WHIPPED STYLING	3
OP PLAY	87050224	5397176	TIME CAPSULE	3
OP PLAY	87048782	5376123	UNCOMPROMISED	3

Brand	Serial #	Reg. #	Word Mark	Class
OP PLAY	86950775	5188037	WELL BEHAVED	3
NATUREWELL	88498520		NATUREWELL	3 & 5
NATUREWELL	97546846		NATUREWELL MAMA	3 & 25
CORPORATE	88446304	6031209	A BEAUTY & WELLNESS INCUBATOR	40 & 42
KRISTOFER BUCKLE	87139150	5282623	A TRICK OR TWO	3
BMW	87112001	5481713	BEAUTY'S MOST WANTED & Design	3,35
	87553183	5587506	BIG DEAL	3
KRISTOFER BUCKLE	87324368	5541870	BIG DREAM SMALL PORES	3
KRISTOFER BUCKLE	87126150	5193083	CASHMERE SLIP	3
KRISTOFER BUCKLE	87401223	5429812	CASTING CALL	3
CIRCLE OF FRIENDS	86759614	5381052	CIRCLE OF FRIENDS LOGO	3
TBD	87050217	5387472	COLLATERAL DAMAGE	3
KRISTOFER BUCKLE	87324362	5388222	CREAM + POWDER = STAYING POWER	3
KRISTOFER BUCKLE	87126150	5193083	CASHMERE SLIP	3
FOUND	86337288	5350855	FOUND	3
FOUND	88149562	6719181	FOUND	3
FOUND	87701217	6821259	FOUND	3
FOUND	90083679	6798457	FOUND ACTIVE	3, 5
KRISTOFER BUCKLE	87126192	5193084	FULL DISCLOSURE	3
KRISTOFER BUCKLE	87126476	5371023	GRAND OPENING	3
CORPORATE	88097391	5721370	HATCHBEAUTY	40,42
CORPORATE	88446286	6098900	HATCHBEAUTY BRANDS	40, 42
CORPORATE	88446299	6098901	HATCHBEAUTY BRANDS (stylized)	40 & 42

Brand	Serial #	Reg. #	Word Mark	Class
	87252224	5476405	Junkee Girl	3
KRISTOFER BUCKLE	87446501	5493581	LIP CRAFT	3
	86982835	5307504	LIQUE	3
	87401795	5337261	LIQUE REFLECTIONS	3
CIRCLE OF FRIENDS	78968159	3302615	LITTLE DOCS	3
FOUND	87976218	5371823	MIRACLE INGREDIENTS FROM	3
KRISTOFER BUCKLE	87036875	5201566	POWER LOCK	3
	87935502	6195644	REMI ROSE	3
	87935550	6195645	REMI ROSE & Design	3
KRISTOFER BUCKLE	87325862	5376778	RISK TAKER	
SCENT MARKET	86304305	5195951	SCENT MARKET	3
STAR TREATMENT	86288769	5386900	STAR TREATMENT	3
KIRSTOFER BUCKLE	87126478	5307906	STUNT DOUBLE	3
	86243086	4933017	TATTOO JUNKEE	35
THE COLOR AUTHORITY	86299902	5386908	THE COLOR AUTHORITY	3
	86557717	4970060	TJ & Design (how)	3 & 16
KRISTOFER BUCKLE	87077232	5192970	TRIPPLICITY	3
WILDER	87313292	5571360	PERFORMANCE MATTERS	3
WILDER	86332721	5423653	WILDER	3
WILDER	87288192	5571309	WILDERLABS	3
FOUND	97162178		FOUND	24
CORPORATE	97504172		HATCHBEAUTY AGENCY	42

Brand	Serial #	Reg. #	Word Mark	Class
CORPORATE	97504195		HATCHBEAUTY PRODUCTS	40
	97162193		HONEY & SOUL	3, 8, 11, 21 & 26
GEN Z	97322913		MOTIV	3, 4, 11 & 21
	97715325		RHEIA	3, 18 & 21
WILDER	90785331		WILDER	3, 8, 11, 21 & 26
OF A KIND	97225822		OF A KIND	3

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