

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM835054

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HATCHBEAUTY Agency, LLC		08/14/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Steven M. Spector		
<b>Street Address:</b>	1000 Wilshire Blvd		
<b>Internal Address:</b>	Suite 1500		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90017		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 77</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97504172	HATCHBEAUTY AGENCY	
<b>Serial Number:</b>	97504195	HATCHBEAUTY PRODUCTS	
<b>Serial Number:</b>	98060314	HATCHCOLLECTIVE	
<b>Serial Number:</b>	97614722	SCENT HAPPY	
<b>Serial Number:</b>	97614742	FIVE DEEP BREATHS	
<b>Serial Number:</b>	97162178	FOUND	
<b>Serial Number:</b>	97322913	MOTIV	
<b>Serial Number:</b>	98046671	MOTIV	
<b>Serial Number:</b>	88498520	NATUREWELL	
<b>Serial Number:</b>	97546846	NATUREWELL MAMA	
<b>Serial Number:</b>	97775507	NATUREWELL NATURALS	
<b>Serial Number:</b>	97855729	NUTRITIVE HAIR DENSITY COMPLEX	
<b>Serial Number:</b>	90977868	STORY. BEAUTY	
<b>Serial Number:</b>	90785313	STORY. BEAUTY	
<b>Serial Number:</b>	90785331	WILDER	
<b>Serial Number:</b>	97836235	CLOUD CHASER	
<b>Serial Number:</b>	97904717	HAPPI(EST) SKIN	
<b>Serial Number:</b>	97162193	HONEY & SOUL	

CH \$1940.00 97504172

Property Type	Number	Word Mark
Serial Number:	97225822	OF A KIND
Serial Number:	97715325	RHEIA
Serial Number:	98081540	TXTUR
Serial Number:	98081564	TXTUR4ALL
Registration Number:	5481713	BEAUTY'S MOST WANTED
Registration Number:	6031209	A BEAUTY & WELLNESS INCUBATOR
Registration Number:	5721370	HATCHBEAUTY
Registration Number:	6098900	HATCHBEAUTY BRANDS
Registration Number:	7056370	SCENT HAPPY
Registration Number:	5195948	FIVE DEEP BREATHS
Registration Number:	5350855	FOUND
Registration Number:	6719181	FOUND
Registration Number:	6821259	FOUND
Registration Number:	6798457	FOUND ACTIVE
Registration Number:	5371823	MIRACLE INGREDIENTS FROM AROUND THE WORL
Registration Number:	5282623	A TRICK OR TWO
Registration Number:	5541870	BIG DREAMS SMALL PORES
Registration Number:	5193083	CASHMERE SLIP
Registration Number:	5429812	CASTING CALL
Registration Number:	5388222	CREAM + POWDER = STAYING POWER
Registration Number:	5193084	FULL DISCLOSURE
Registration Number:	5371023	GRAND OPENING
Registration Number:	5493581	LIP CRAFT
Registration Number:	5201566	POWER LOCK
Registration Number:	5376778	RISK TAKER
Registration Number:	5307906	STUNT DOUBLE
Registration Number:	5192970	TRIPLICITY
Registration Number:	5361056	DYNAMIC RENEWAL CREAM
Registration Number:	4994917	NATURE WELL
Registration Number:	5622100	NUTRI-BOOST
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:	5397177	FORMER GLORY
Registration Number:	5330153	FORTIFINITY COMPLEX
Registration Number:	5060816	HIGH SPIRITED WEIGHTLESS LEAVE IN CONDIT

Property Type	Number	Word Mark
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:	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
Registration Number:	5195951	SCENT MARKET
Registration Number:	5386900	STAR TREATMENT
Registration Number:	5387472	COLLATERAL DAMAGE
Registration Number:	5386908	THE COLOR AUTHORITY
Registration Number:	5571360	PERFORMANCE MATTERS
Registration Number:	5423653	WILDER
Registration Number:	5571309	WILDERLABS
Registration Number:	5587506	BIG DEAL

**CORRESPONDENCE DATA**

Fax Number: 6029165651

*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: 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

NAME OF SUBMITTER:	Stacie K. Smith
SIGNATURE:	/Stacie K Smith/
DATE SIGNED:	08/28/2023

**Total Attachments: 13**

source=8-21-2023 US Hatchybeauty Agency to Spector fully executed Assignment#page1.tif

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**HATCHBEAUTY AGENCY LLC  
TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "Trademark Assignment"), effective as of August 15 2023 (the "Effective Date"), is by and between HatchBeauty Agency, LLC, a Delaware limited liability company with a principal place of business at 10951 Pico Blvd, Suite 300, Los Angeles, CA 90064 ("Assignor"), and Steven M. Spector, in his capacity as assignee for the benefit of creditors of the Assignors, an individual with an address of 1000 Wilshire Blvd, Suite 1500, Los Angeles, CA 90017 ("Assignee").

WHEREAS, pursuant to the terms and conditions of Intellectual Property Assignment Agreement of even date herewith by and among Assignor (and other parties) and Assignee (the "Assignment") and subject to the terms of the Assignment for the Benefit of Creditors by and among Assignor (and other parties) and Assignee, Assignor conveyed, transferred, assigned and delivered to Assignee all of Assignor's worldwide right, title and interest in, to and under certain intellectual property assets, including but not limited to the trademarks, application and registration listed on Exhibit A attached hereto (the "Trademarks") along with other assets related to Assignor's business or portion thereof to which the marks pertain. Unless otherwise defined herein, all capitalized terms used herein shall have the meanings ascribed to such terms in the Assignment.

NOW, THEREFORE, Assignor and Assignee hereby desire to confirm such conveyance, transfer, assignment and delivery of, such Trademarks upon the terms and conditions in the Assignment Agreement, made upon good and valuable consideration, the receipt and sufficient of which is hereby acknowledged.

1. Assignor hereby sells, conveys, transfers, assigns and delivers to Assignee, and Assignee does hereby acquire and accept, all of Assignor's worldwide right, title and interest in, to and under the Trademarks, including, without limitation, (i) all registrations thereof or applications therefor in the United States Patent and Trademark Office, the trademark offices of the states and territories of the United States of America, and the trademark offices of other nations throughout the world, and all rights therein provided by international treaties or conventions, (ii) all extensions or renewals of any of the foregoing, (iii) all of the goodwill of the business connected with the use of and symbolized by the foregoing, (iv) all corresponding rights throughout the world, and (v) all claims against a third party for damages by reason of past infringement, and the right to sue for and collect the same.

2. The parties acknowledge and agree that the terms contained in the Assignment Agreement shall not be superseded hereby but shall remain in full force and effect to the fullest extent provided therein. In the event of any conflict or inconsistency between the terms of the Assignment Agreement and the terms of this Assignment, the terms of the Assignment Agreement shall govern.

3. Upon the reasonable request by Assignee, Assignor shall execute all documents and take all actions as may be necessary to enable Assignee to perfect, enforce, defend, register and/or record its right, title and interest in, to and under the Trademarks, in each case, without further compensation but at the expense of Assignee.

4. Assignor hereby authorizes and requests the officials of the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign

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jurisdiction, to record and register Assignee as the assignee and owner of the entire right, title and interest in, to and under the Trademarks.

IN WITNESS WHEREOF, the parties hereto, through their authorized representatives, have caused this Trademark Assignment to be duly executed and effective as of the Effective Date.

ASSIGNOR:

HATCHBEAUTY AGENCY, LLC

By: Kristin Bibb

Kristin Bibb, President

Date: 8/14/2023

ASSIGNEE:

By: Steven M. Spector

Steven M. Spector, in his capacity as assignee for the benefit of creditors of the Assignor

Date: 8-15-2023

STATE OF NEVADA

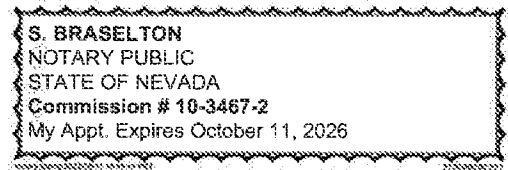
COUNTY OF WASHOE

On 08/14/2023, 2023, before me, S. Braselton, a Notary Public, personally appeared Kristin Bibb, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to within the foregoing Trademark Assignment and acknowledged to me that she executed the same in her authorized capacity as President of HatchBeauty Agency, LLC, a Delaware limited liability company, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Nevada that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: S. Braselton  
Name: S. Braselton  
(Typed or Printed)



Notarial act performed by audio-visual communication

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

On \_\_\_\_\_, 2023, before me, \_\_\_\_\_, a Notary Public, personally appeared Steven M. Spector, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to within the foregoing Trademark Assignment and acknowledged to me, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of \_\_\_\_\_ that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_  
(Typed or Printed)

(Seal)



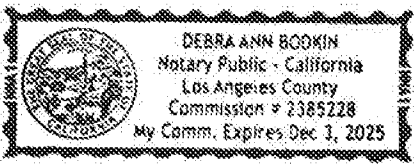
CALIFORNIA ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles
On August 15, 2023 before me, Debra Ann Bookkin, Notary Public
personally appeared Steven M. Spector
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature]
Signature of Notary Public

Place Notary Seal and/or Stamp Above

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.
Description of Attached Document
Title or Type of Document:
Document Date: Number of Pages:
Signer(s) Other Than Named Above:
Capacity(ies) Claimed by Signer(s)
Signer's Name:
Signer's Name:
Corporate Officer - Title(s):
Partner - Limited General
Individual Attorney in Fact
Trustee Guardian or Conservator
Other:
Signer is Representing:





			States	Agency, LLC
90785313		STORY. BEAUTY	United States	HATCHBEAUTY Agency, LLC
90785331		WILDER	United States	HATCHBEAUTY Agency, LLC
97836235		CLOUD CHASER	United States	HATCHBEAUTY Agency, LLC
97904717		HAPPI(EST) SKIN	United States	HATCHBEAUTY Agency, LLC
97162193		HONEY & SOUL	United States	HATCHBEAUTY Agency, LLC
97225822		OF A KIND	United States	HATCHBEAUTY Agency, LLC
97715325		RHEIA	United States	HATCHBEAUTY Agency, LLC
98081540		TXTUR	United States	HATCHBEAUTY Agency, LLC
98081564		TXTUR4ALL	United States	HATCHBEAUTY Agency, LLC
<b>Serial #</b>	<b>Registration #</b>	<b>Mark</b>	<b>Country Filed In</b>	<b>Owner</b>
87112001	5481713	BEAUTY'S MOST WANTED & Design	United States	HATCHBEAUTY Agency, LLC
88446304	6031209	A BEAUTY & WELLNESS INCUBATOR	United States	HATCHBEAUTY Agency, LLC
88097391	5721370	HATCHBEAUTY	United States	HATCHBEAUTY Agency, LLC
88446286	6098900	HATCHBEAUTY BRANDS	United States	HATCHBEAUTY Agency, LLC



88446299	6098901	HATCHBEAUTY BRANDS (stylized)	United States	HATCHBEAUTY Agency, LLC
90786723	7056370	SCENT HAPPY	United States	HATCHBEAUTY Agency, LLC
86288215	5195948	FIVE DEEP BREATHS	United States	HATCHBEAUTY Agency, LLC
86337288	5350855	FOUND	United States	HATCHBEAUTY Agency, LLC
88149562	6719181	FOUND	United States	HATCHBEAUTY Agency, LLC
87701217	6821259	FOUND	United States	HATCHBEAUTY Agency, LLC
90083679	6798457	FOUND ACTIVE	United States	HATCHBEAUTY Agency, LLC
87976218	5371823	MIRACLE INGREDIENTS FROM AROUND THE WORLD	United States	HATCHBEAUTY Agency, LLC
87139150	5282623	A TRICK OR TWO	United States	HATCHBEAUTY Agency, LLC
87324368	5541870	BIG DREAMS SMALL PORES	United States	HATCHBEAUTY Agency, LLC
87126150	5193083	CASHMERE SLIP	United States	HATCHBEAUTY Agency, LLC
87401223	5429812	CASTING CALL	United States	HATCHBEAUTY Agency, LLC
87324362	5388222	CREAM + POWDER = STAYING POWER	United States	HATCHBEAUTY Agency, LLC
87126192	5193084	FULL DISCLOSURE	United States	HATCHBEAUTY Agency, LLC
87126476	5371023	GRAND OPENING	United States	HATCHBEAUTY Agency, LLC



			States	Agency, LLC
87446501	5493581	LIP CRAFT	United States	HATCHBEAUTY Agency, LLC
87036875	5201566	POWER LOCK	United States	HATCHBEAUTY Agency, LLC
87325862	5376778	RISK TAKER	United States	HATCHBEAUTY Agency, LLC
87126478	5307906	STUNT DOUBLE	United States	HATCHBEAUTY Agency, LLC
87077232	5192970	TRIPPLICITY	United States	HATCHBEAUTY Agency, LLC
87206226	5361056	DYNAMIC RENEWAL CREAM	United States	HATCHBEAUTY Agency, LLC
86978931	4994917	NATURE WELL	United States	HATCHBEAUTY Agency, LLC
87883994	5622100	NUTRI-BOOST	United States	HATCHBEAUTY Agency, LLC
87056643	5192920	ATMOS SHIELD	United States	HATCHBEAUTY Agency, LLC
87206213	5444209	AURADESCENCE	United States	HATCHBEAUTY Agency, LLC
86755991	5087976	BIG REVIVAL BODIFYING HAIR MASK	United States	HATCHBEAUTY Agency, LLC
86978998	4994919	BODY BREAKTHROUGH	United States	HATCHBEAUTY Agency, LLC
86920453	5187931	CLIMATE CHANGE	United States	HATCHBEAUTY Agency, LLC
87050227	5397177	FORMER GLORY	United States	HATCHBEAUTY Agency, LLC

86674865	5330153	FORTIFYNITY COMPLEX	United States	HATCHBEAUTY Agency, LLC
86755968	5060816	HIGH SPIRITED WEIGHTLESS LEAVE IN CONDITIONER	United States	HATCHBEAUTY Agency, LLC
87051153	5520122	MAGNIFYING GLASS	United States	HATCHBEAUTY Agency, LLC
86979956	5061144	MAX CAPACITY	United States	HATCHBEAUTY Agency, LLC
86690260	5087669	MEGA PLUMP 5 PROTEIN COMPLEX	United States	HATCHBEAUTY Agency, LLC
86934812	5187991	MULTI-PHASIC SHIELDING COMPLEX	United States	HATCHBEAUTY Agency, LLC
86934756	5187990	PEARL FOAM	United States	HATCHBEAUTY Agency, LLC
97162159	7007947	REFRESHER COURSE	United States	HATCHBEAUTY Agency, LLC
86920436	5187928	SATIN PILLOW	United States	HATCHBEAUTY Agency, LLC
86920430	5187927	STRONG BOND	United States	HATCHBEAUTY Agency, LLC
86980480	5097351	THE GLOSS UP	United States	HATCHBEAUTY Agency, LLC
86979607	5047116	THE GREAT INFLATE AIR WHIPPED STYLING FOAM	United States	HATCHBEAUTY Agency, LLC
87050224	5397176	TIME CAPSULE	United States	HATCHBEAUTY Agency, LLC
87048782	5376123	UNCOMPROMISED	United States	HATCHBEAUTY Agency, LLC



86950775	5188037	WELL BEHAVED	United States	HATCHBEAUTY Agency, LLC
86304305	5195951	SCENT MARKET	United States	HATCHBEAUTY Agency, LLC
86288769	5386900	STAR TREATMENT	United States	HATCHBEAUTY Agency, LLC
87050217	5387472	COLLATERAL DAMAGE	United States	HATCHBEAUTY Agency, LLC
86299902	5386908	THE COLOR AUTHORITY	United States	HATCHBEAUTY Agency, LLC
87313292	5571360	PERFORMANCE MATTERS	United States	HATCHBEAUTY Agency, LLC
86332721	5423653	WILDER	United States	HATCHBEAUTY Agency, LLC
87288192	5571309	WILDERLABS	United States	HATCHBEAUTY Agency, LLC
87553183	5587506	BIG DEAL	United States	HATCHBEAUTY Agency, LLC





## DocVerify E-Notary Certificate

Packet ID: D9EF7E25-7F11-4823-AF6D-61ACF9313F0E  
Packet Created: Monday, August 14, 2023 4:22:13 PM -8:00  
Created By: Shawna Braselton  
Packet Name: No name given to packet  
Packet Document: Yes -- 3 Documents  
Remote Notary: Yes

E-Signature information below:

**E-Signature 1: Kristin Bibb (KRB)** kbibb@hatchbeauty.com (Principal)  
E-Signed August 14, 2023 04:49 PM PST from IP 73.66.33.34. [B729B0AA4C17]

**E-Signature 2: S. Braseiton (SB)** sbraselton@fclaw.com  
E-Signed August 14, 2023 04:49 PM PST from IP 74.206.99.126. [EC5DB9D6CFF1]

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## DocVerify E-Notary Packet History

Date	Action	Message	Signer IP	Location
08/14/2023 16:22:13 -8:00	Started	Sent to DocVerify for processing		
08/14/2023 16:44:45 -8:00	Credential Analysis		73.66.33.34	
08/14/2023 16:46:42 -8:00	ID Verify		73.66.33.34	
08/14/2023 16:49:48 -8:00	Signed	Signed by kbibb@hatchbeauty.com	73.66.33.34	Not provided
08/14/2023 16:49:48 -8:00	Signed	Signed by Shawna Braselton (sbraselton@fclaw.com)	74.206.99.126	Lat/Long: 39.4673105, -119.7946577
08/14/2023 16:49:50 -8:00	Deliver All	Signed document delivered to signers and owner	From DocVerify	



## DocVerify ID's Within The Packet Transaction

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