

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM839643

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DB Marketing with Ingenuity, Inc.		09/12/2023	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	e.l.f. Cosmetics, Inc.		
Street Address:	570 10th Street, 3rd Floor		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97470059	LIQUID FILTER	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<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:	212-336-8000		
Email:	ptodocket@arelaw.com, adigiallonardo@arelaw.com		
Correspondent Name:	Chester Rothstein		
Address Line 1:	405 Lexington Avenue		
Address Line 2:	Amster Rothstein & Ebenstein LLP		
Address Line 4:	New York, NEW YORK 10174		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	09/15/2023		
Total Attachments: 2			
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source=Trademark Assignment Agreement -- LIQUID FILTER 97470059#page2.tif			

OP \$40.00 97470059

Final for Signature

EXHIBIT A

TRADEMARK ASSIGNMENT
LIQUID FILTER

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of September 12, 2023 (the "Effective Date").

WHEREAS, DB Marketing with Ingenuity, Inc., a corporation organized and existing under the laws of the State of Pennsylvania, with an address at 3 Friends Lane, Newtown, PA 18940 ("**Assignor**") has certain rights in and has a bona fide intention to use the mark LIQUID FILTER on and in connection with cosmetics products, and all associated goodwill (the "**Trademark**") in various jurisdictions throughout the world, and is the owner of all right, title, and interest in and to U.S. Trademark Application Serial No. 97/470,059¹ ("**the '059 Application**");

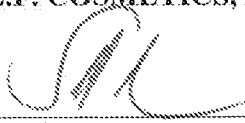
WHEREAS, e.l.f. Cosmetics, Inc., a corporation organized and existing under the laws of the State of Delaware, with an address at 570 10th Street, 3rd Floor, Oakland, CA 94607 ("**Assignee**"), is desirous of acquiring all of Assignor's rights, title, interest and goodwill associated therewith in and to the Trademark and the '059 Application; and

WHEREAS, this assignment concerns and/or involves marks that are the subject of an intent-to-use application under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, and this assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such marks specifically pertain.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, all of Assignor's rights, title, and interest in and to the Trademark and the '059 Application, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this assignment concerns and/or involves marks that are the subject of intent-to-use applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, this assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such marks specifically pertain.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by duly authorized officers as of the Effective Date first written above.

E.L.F. COSMETICS, INC.

By 

Scott Milsten, Esq.

**DB MARKETING WITH INGENUITY,
INC.**

By _____
Doris Dalton

¹ The '059 Application had an Office Action issued on April 4, 2023, and currently stands abandoned due to an inadvertent error. DB Marketing has instructed its counsel to file a Petition to the Commissioner to Revive the Application.

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LIQUID FILTER

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