

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM848505

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Market Place Solutions, LLC dba Sultra		06/06/2023	Limited Liability Company: WYOMING
RECEIVING PARTY DATA			
Name:	iBeauty Brands, Inc.		
Street Address:	7651 Haskell Avenue		
City:	Van Nuys		
State/Country:	CALIFORNIA		
Postal Code:	91406		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3850819	SULTRA	
Registration Number:	4343804	BOMBSHELL	
Registration Number:	4538471	HEAT GUARD	
Registration Number:	5765512	AFTER HOURS	
Registration Number:	5815121	VOLUSTYLE	
Registration Number:	5921941	THERMALITE	
Serial Number:	88454827	THERMACORE	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	9497600404		
Email:	efiling@knobbe.com		
Correspondent Name:	Julia N. Hanson		
Address Line 1:	Knobbe, Martens, Olson & Bear, LLP		
Address Line 2:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
NAME OF SUBMITTER:	Julia N. Hanson		
SIGNATURE:	/Julia N. Hanson/		

OP \$190.00 3850819

DATE SIGNED:	10/25/2023
Total Attachments: 3 source=Assignment - IBEUT#page1.tif source=Assignment - IBEUT#page2.tif source=Assignment - IBEUT#page3.tif	

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of June 6, 2023, by and between Market Place Solutions, LLC dba Sultra, a Wyoming Limited Liability Company having a place of business at 26565 Agoura Road, Suite 200, Calabasas, CA 91302 (hereinafter referred to as "ASSIGNOR"), and iBeauty Brands, Inc., a California Corporation having a place of business at 7651 Haskell Avenue, Van Nuys, CA 91406 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of a federal trademark registrations/applications listed in Schedule B relating to the Trademarks, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registrations/Applications");

WHEREAS, ASSIGNOR has sold ASSIGNOR's business and business assets relating to the Trademarks and the Registrations/Applications to ASSIGNEE;

WHEREAS, ASSIGNEE has purchased ASSIGNOR's business and business assets relating to the Trademarks and the Registrations/Applications from ASSIGNOR;

WHEREAS, pursuant to the aforementioned purchase, ASSIGNOR desires to transfer all rights, title, and interest in and to the Trademarks and Registrations/Applications, along with the goodwill, to ASSIGNEE; and

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A; and
- (2) the Registrations/Applications set forth in Schedule B,

together with the goodwill symbolized by said Trademarks and Registrations/Applications concurrent with the transfer of certain tangible assets as indicia of said goodwill.

[signature page to follow]

Market Place Solutions, LLC dba Sultra
("Assignor")



By:   Sign Here

Name: Dana Story

Title: President

Dated: June 6, 2023

iBeauty Brands, Inc.,
("Assignee")

By:   Sign Here

Name: Dana Story

Title: PL Innovations & Compliance Officer

Dated: June 6, 2023

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks:

SULTRA
BOMBSHELL
HEAT GUARD
AFTER HOURS
VOLUSTYLE
THERMALITE
THERMACORE

SCHEDULE B

U.S. Trademark Registrations/Applications:

<u>MARK</u>	<u>REG./SERIAL</u> <u>NO.</u>
SULTRA	3,850,819
BOMBSHELL	4,343,804
HEAT GUARD	4,538,471
AFTER HOURS	5,765,512
VOLUSTYLE	5,815,121
THERMALITE	5,921,941
THERMACORE	88/454,827