

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM851385

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rea.Deeming Beauty, Inc.		08/08/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Network Effect Fund Management, LLC		
Street Address:	2020 West 89th Street, Suite 305		
City:	Leawood		
State/Country:	KANSAS		
Postal Code:	66206		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 28			
Property Type	Number	Word Mark	
Registration Number:	2945105	BEAUTYBLENDER	
Registration Number:	3190049	BLENDERCLEANSER	
Registration Number:	3291035	MODERNIZE THE WAY YOU MAKE UP	
Registration Number:	4614408	SUR.FACE	
Registration Number:	4570128	SOLID	
Registration Number:	4719164	BEAUTYBLENDER	
Registration Number:	4719170	THE ORIGINAL BEAUTYBLENDER	
Registration Number:	4719175	BEAUTYBLENDER	
Registration Number:	4908115	MAKEUP'S BEST FRIEND	
Registration Number:	4908116	BODYBLENDER	
Registration Number:	5256814	MAKEUP'S BEST FRIEND	
Registration Number:	5751943	THE LEVELER	
Registration Number:	5668153	BEAUTY.BLUSHER	
Registration Number:	5956096	BEAUTYBLENDER	
Registration Number:	5956097	BEAUTY BLENDER	
Registration Number:	5700378	KEEP.IT.CLEAN	
Registration Number:	5628998	BOUNCE	
Registration Number:	5629037	BOUNCE	
Registration Number:	5776467	OPAL ESSENCE	

OP \$715.00 2945105

Property Type	Number	Word Mark
Registration Number:	5657490	INSTACLEAN
Registration Number:	6263629	BEAUTY BLENDER
Registration Number:	6263630	BEAUTY BLENDER
Registration Number:	6836059	BEAUTY BLENDER
Registration Number:	5686296	BLENDER DEFENDER
Registration Number:	5765814	GLASS GLOW
Registration Number:	6846824	POWER PUFF
Registration Number:	6880957	BIOPLUSH
Serial Number:	88216831	BIG BALLER

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: 2023704750

Email: ipteam@cogencyglobal.com

Correspondent Name: Rodney Boulware

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:	2174079 TM
NAME OF SUBMITTER:	Scott Howard Siegel
SIGNATURE:	/Scott Howard Siegel/
DATE SIGNED:	11/06/2023

Total Attachments: 2

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GRANT OF SECURITY INTEREST IN TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, receipt of which is hereby acknowledged Rea.deeming Beauty, Inc., a California corporation ("Grantor"), with offices at 3824 Courtney Street, Suite 190, Bethlehem, PA 18017, hereby grants a security interest in and lien upon the intellectual property described below, as security for amounts due to and assigns to Network Effect Fund Management, LLC, a Delaware corporation ("Grantee"), their successors and assigns, with offices at 2020 West 89th Street, Suite 305, Leawood, KS 66206, the Trademarks as described on the attached Exhibit A, Schedule of Registered Trademarks and Service Marks, incorporated by reference herein.

Termination. Upon payment and performance in full of all obligations, the security interests created by this agreement shall terminate and Grantee shall promptly execute and deliver to Grantor such documents and instruments reasonably requested by Grantor as shall be necessary to evidence termination of all such security interests given by Grantor to Grantee hereunder, including termination of this Agreement by written notice from Grantee to the United States Patent and Trademark Office (collectively, "Termination Documents"). If Grantee fails or refuses to timely execute the Termination Documents, Grantee hereby agrees, for itself and its successors, assigns, donees, and transferees, to the fullest extent permitted by law, that the President of Grantor is hereby irrevocably appointed Grantee's attorney-in-fact with full authority to execute any Termination Documents requested by Grantor, and to perform all other acts necessary to evidence termination of this agreement.

Grantor also agrees to inform Grantee of any applications for trademarks, trade names, service marks and/or service names that Grantor hereinafter submits to the United States Patent and Trademark Office within seven (7) days of submitting the same.

IN WITNESS THEREOF, Grantor and Grantee have each duly executed this Assignment as of August 8, 2023.

GRANTOR:

Rea.deeming Beauty, Inc.

By: 
Eric S. Haydt, CFO

GRANTEE

Network Effect Fund Management, LLC


By: 
Dan Karas (Nov 8, 2023 08:45 CST)
Dan Karas, Chief Credit Officer

EXHIBIT A
Schedule of Trademarks

	Mark	Live/Dead	Owner	Serial #	Filed	Reg. #	Registered
1	Beautyblender	LIVE	Rea.deemin., Beauty, Inc.	78267224	6/26/2003	2945105	4/26/2005
2	Blendercleanser	LIVE	Rea.deemin., Beauty, Inc.	78593846	3/23/2005	3190049	12/26/2006
3	Modernize The Way You Make U,	LIVE	Rea.deemin., Beauty, Inc.	78962583	8/29/2006	3291035	9/11/2007
4	Sur Face	LIVE	Rea.deemin., Beauty, Inc.	85803490	12/14/2012	4614408	9/30/2014
5	Solid	LIVE	Rea.deemin., Beauty, Inc.	86009240	7/12/2013	4570128	7/15/2014
6	Beautyblender	LIVE	Rea.deemin., Beauty, Inc.	86238817	4/1/2014	4719164	4/14/2015
7	The Original Beautyblender	LIVE	Rea.deemin., Beauty, Inc.	86241638	4/3/2014	4719170	4/14/2015
8	Beautyblender	LIVE	Rea.deemin., Beauty, Inc.	86242868	4/4/2014	4719175	4/14/2015
9	Makeup 'S Best Friend	LIVE	Rea.deemin., Beauty, Inc.	86689802	7/10/2015	4908115	3/1/2016
10	Bodyblender	LIVE	Rea.deemin., Beauty, Inc.	86689823	7/10/2015	4908116	3/1/2016
11	Makeup 'S Best Friend	LIVE	Rea.deemin., Beauty, Inc.	86689850	7/10/2015	5256814	8/1/2017
12	The Leveler	LIVE	Rea.deemin., Beauty, Inc.	87460580	5/23/2017	5751943	5/14/2019
13	Beauty Blusher	LIVE	Rea.deemin., Beauty, Inc.	87480312	8/8/2017	5858163	2/5/2019
14	Beautyblender	LIVE	Rea.deemin., Beauty, Inc.	87599652	9/7/2017	5956096	1/7/2020
15	Beauty Blender	LIVE	Rea.deemin., Beauty, Inc.	87599661	9/7/2017	5956097	1/7/2020
16	Keep It Clean	LIVE	Rea.deemin., Beauty, Inc.	87599700	9/7/2017	5700378	3/19/2019
17	Bounce	LIVE	Rea.deemin., Beauty, Inc.	87614063	9/19/2017	5628998	12/11/2018
18	Bounce	LIVE	Rea.deemin., Beauty, Inc.	87621378	9/25/2017	5629037	12/11/2018
19	Oil Essence	LIVE	Rea.deemin., Beauty, Inc.	87679913	11/10/2017	5776467	6/11/2019
20	Instaclean	LIVE	Rea.deemin., Beauty, Inc.	87719941	12/13/2017	5857490	1/15/2019
21	Beauty Blender	LIVE	Rea.deemin., Beauty, Inc.	88037094	7/13/2018	6263629	2/9/2021
22	Beauty Blender	LIVE	Rea.deemin., Beauty, Inc.	88037151	7/13/2018	6263630	2/9/2021
23	Beauty Blender	LIVE	Rea.deemin., Beauty, Inc.	88037187	7/13/2018	6836059	9/6/2022
24	Blender Defender	LIVE	Rea.deemin., Beauty, Inc.	88098074	8/29/2018	5686296	2/26/2019
25	Glass Glow	LIVE	Rea.deemin., Beauty, Inc.	88114754	9/12/2018	5765814	5/28/2019
26	Big Baller	LIVE	Rea.deemin., Beauty, Inc.	88216831	12/4/2018	NONE	NONE
27	Power Puff	LIVE	Rea.deemin., Beauty, Inc.	87718406	12/12/2017	6846824	9/13/2022
28	Bio Lush	LIVE	Rea.deemin., Beauty, Inc.	90545284	2/24/2021	6880967	10/18/2022

3227-009/1532631

Schedule of Trademarks