

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM860131

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900817227		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JLo Beauty & Lifestyle, LLC		09/12/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	JLO Holding Company, LLC		
Street Address:	2401 Main Street		
Internal Address:	Murphy & Kress		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90405		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	97270214	JLO BODY	
Serial Number:	97250639	BODY BY JLO	
CORRESPONDENCE DATA			
Fax Number:	2128055571		
<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:	2128012256		
Email:	schlossd@gtlaw.com		
Correspondent Name:	Daniel I. Schloss, Greenberg Traurig,LLP		
Address Line 1:	One Vanderbilt Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	128829.010300		
NAME OF SUBMITTER:	Daniel I. Schloss		
SIGNATURE:	/Daniel I. Schloss/		
DATE SIGNED:	12/11/2023		
Total Attachments: 2			
source=Fully Executed Sept 12 2023 JLB to JLH TM Assignment#page1.tif			

ASSIGNMENT OF TRADEMARKS

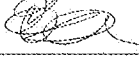
WHEREAS, JLo Beauty & Lifestyle, LLC, a limited liability company organized and existing under the laws of Delaware and having an address at 100 N. Pacific Coast Highway, Suite 1600, El Segundo, California 90245 (“Assignor”), is the owner of the trademarks and service marks and the applications and registrations therefor identified and set forth in Schedule A annexed hereto (the “Marks”); and

WHEREAS, JLO Holding Company, LLC, a limited liability company organized and existing under the laws of Delaware and having an address at c/o Murphy & Kress, 2401 Main Street Santa Monica, California 90405 (“Assignee”), is acquiring all of Assignor’s right, title and interest in and to the Marks and the goodwill of the business symbolized by the Marks, and Assignor has agreed to assign the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, sells, and transfers to Assignee all of its right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

IN WITNESS WHEREOF, each of the Parties hereto has caused this Assignment of Trademarks to be executed by a duly authorized officer effective.

JLO BEAUTY & LIFESTYLE, LLC

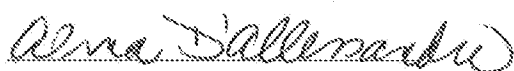
By:  _____

Name: Lisa Sequino

Title: CEO + Co Founder

Date: 9.11.23

JLO HOLDING COMPANY, LLC

By:  _____

Name: Alma D'Allessandro

Title: Assistant Secretary, Trademark Services

Date: September 12, 2023

SCHEDULE A

JLO BODY

US Application No.: 97270214

Filing Date February 16, 2022

Date of First Use in Commerce: July 25, 2022

Goods:

Class 3: Body oils; sun-tanning preparations; body creams; non medicated balms for use on the hair, skin and lips; treatments, namely, non-medicated skin treatment preparations for cosmetic purposes; beauty serums; body lotions; skin bronzers; sunscreen preparations; polishes, namely, body scrubs

BODY BY JLO

US Application No.: 97250639

Filing Date: February 2, 2022

Goods:

Class 3: Body oils; sun-tanning preparations; body creams; non medicated balms for use on the hair, skin and lips; treatments, namely, non-medicated skin treatment preparations for cosmetic purposes; beauty serums; body lotions; skin bronzers; sunscreen preparations; polishes, namely, body scrubs