

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM867138

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900825438		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MARC ANTHONY COSMETICS LTD.		12/08/2023	Corporation: BRITISH COLUMBIA
RECEIVING PARTY DATA			
Name:	MAV Beauty Canada, Inc.		
Street Address:	100 New Park Place, Suite 810		
City:	Vaughan		
State/Country:	CANADA		
Postal Code:	L4K 0H9		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 30			
Property Type	Number	Word Mark	
Serial Number:	97116928	APPLE MIRACLE	
Serial Number:	97063368	INSTANTLY THICK + BIOTIN	
Serial Number:	97466833	REPAIR BOND	
Serial Number:	97640260	SUPER COILS	
Serial Number:	97640252	SIMPLY WAVES	
Serial Number:	97162121	CURL ENVY	
Serial Number:	97447147	REPAIR BOND +RESCUPLEX	
Serial Number:	97446747	RESCUPLEX	
Serial Number:	97063380	GROW LONG CURLS + WAVES	
Serial Number:	90439179	MAKE HAIR PLAY, TWIST, SHINE AND BOUNCE	
Serial Number:	90439162	MAKE HAIR PLAY, TWIST, CURL AND BOUNCE	
Serial Number:	90439136	MAKE HAIR PLAY	
Serial Number:	90069011	COMPLETE COLOR CARE	
Registration Number:	6451658	CAKE	
Registration Number:	5908164	PROCEED WITH CAUTION	
Registration Number:	5759489	BEAUTY, HEALTH, SCIENCE	
Registration Number:	5753640	NATURAL GROWTH & RETENTION	
Registration Number:	6641847	GROW LONG	

Property Type	Number	Word Mark
Registration Number:	6191332	HYDRA LOCK
Registration Number:	5975177	CAKE NATURALLY LUXE BEAUTY
Registration Number:	4604215	MANETABOLISM
Registration Number:	5508839	HYDRA-LOCK
Registration Number:	3492582	MARC ANTHONY
Registration Number:	3000732	STRICTLY CURLS
Registration Number:	2906450	TRUE PROFESSIONAL
Registration Number:	3092173	INSTANTLY THICK
Registration Number:	2296390	MARC ANTHONY
Serial Number:	98223158	STYLE FLEX
Registration Number:	3053112	CAKE BEAUTY
Registration Number:	3234497	CAKE WALK

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: 8004945225

Email: ipteam@cogencyglobal.com

Correspondent Name: Stewart Walsh

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: 2221698 TM2

NAME OF SUBMITTER: Alison Moses

SIGNATURE: /Alison Moses/

DATE SIGNED: 01/10/2024

Total Attachments: 20

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TRADEMARK

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**MAV BEAUTY BRANDS INC., MARC ANTHONY COSMETICS LTD. MARC ANTHONY
COSMETICS USA, INC., MAV MIDCO HOLDINGS, LLC, RENPURE, LLC and THE MANE
CHOICE HAIR SOLUTION LLC**

as **"Sellers"**

and

MAV USA, LLC

as **"Buyer"**

ASSET PURCHASE AGREEMENT

Made as of November 13, 2023

ASSET PURCHASE AGREEMENT

THIS ASSET PURCHASE AGREEMENT is made as of November 13, 2023 among **MAV BEAUTY BRANDS INC.**, a corporation organized under the laws of British Columbia, **MARC ANTHONY COSMETICS LTD.**, a corporation organized under the laws of British Columbia, **MARC ANTHONY COSMETICS USA, INC.**, a corporation organized under the laws of Delaware, **MAV MIDCO HOLDINGS, LLC**, a limited liability company formed under the laws of Delaware, **RENPURE, LLC**, a limited liability company formed under the laws of Delaware and **THE MANE CHOICE HAIR SOLUTION LLC**, a limited liability company formed under the laws of Delaware (each, a “**Seller**” and together, the “**Sellers**”), and MAV USA, LLC, a limited liability company organized under the laws of Delaware (the “**Buyer**”);

WHEREAS the Sellers operate a personal care company, including a diversified portfolio of four personal care brands;

AND WHEREAS on or about the date hereof, the Sellers will file an initial application for protection from their creditors and certain relief under the *Companies’ Creditors Arrangement Act* (Canada) (“**CCAA**”), including seeking court approval of Alvarez & Marsal Canada Inc. as the court-appointed monitor of the Sellers (the “**Monitor**”) (the date of such filing, the “**Filing Date**”);

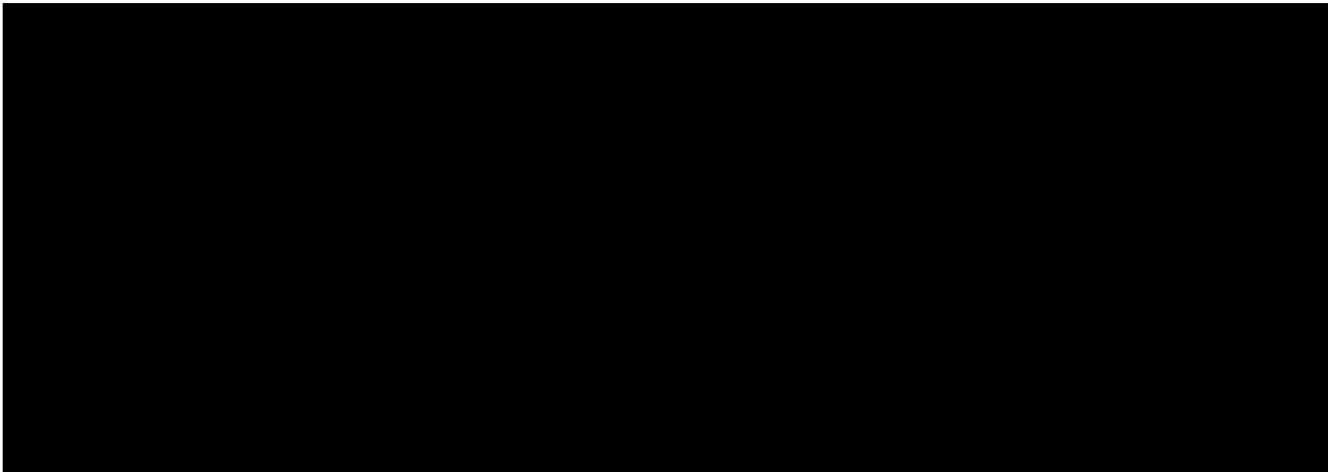
AND WHEREAS subject to the approval of the Ontario Superior Court of Justice (Commercial List) (the “**CCAA Court**”), Sellers have agreed to sell, convey, assign, transfer and deliver to the Buyer or one or more of its designees, and the Buyer has agreed to purchase, acquire, assume and accept directly or through one or more of its designees from the Sellers the Purchased Assets (as defined herein) and the Assumed Liabilities (as defined herein), on the terms and subject to the conditions of this Agreement;

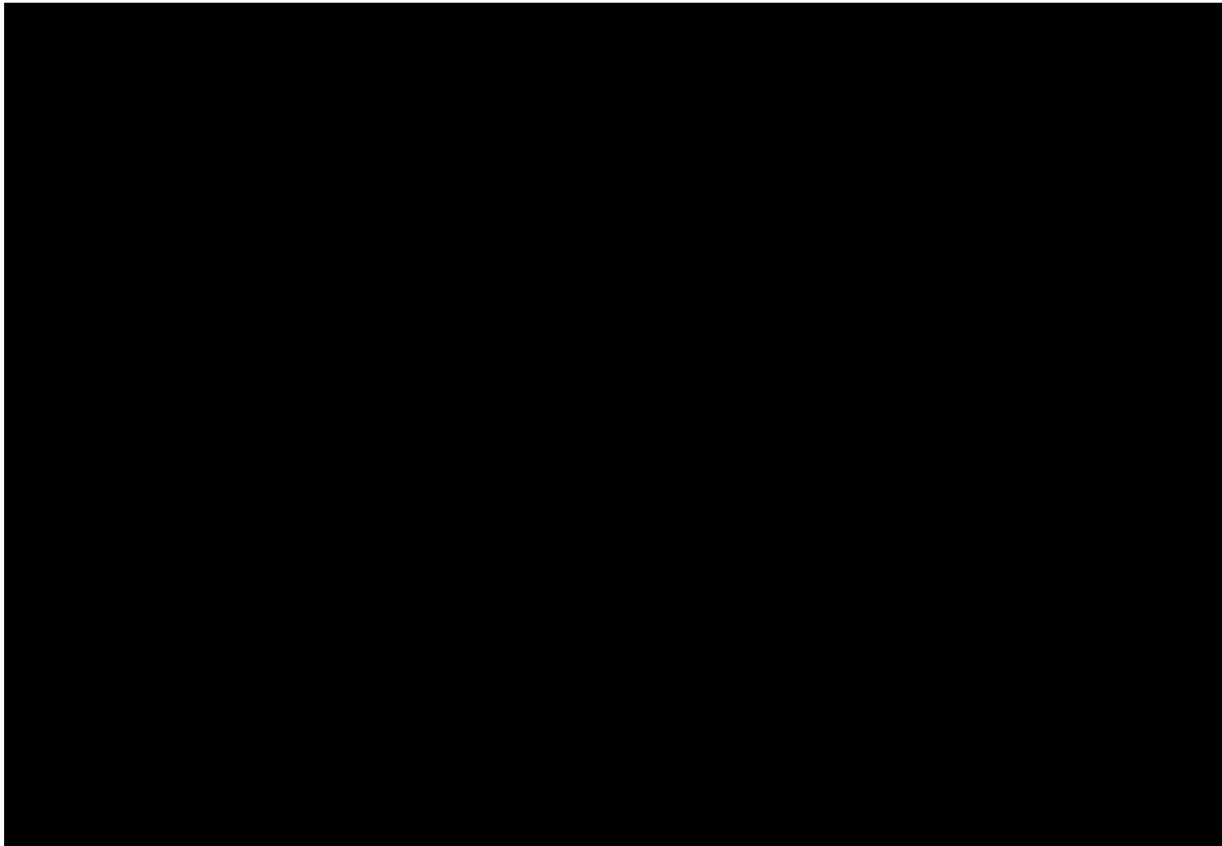
NOW THEREFORE, in consideration of the mutual covenants and agreements contained in this Agreement and other good and valuable consideration (the receipt and sufficiency of which are hereby acknowledged and confirmed), the Parties agree as follows:

ARTICLE 1 INTERPRETATION

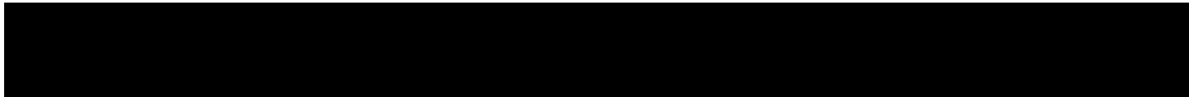
Section 1.1 Definitions

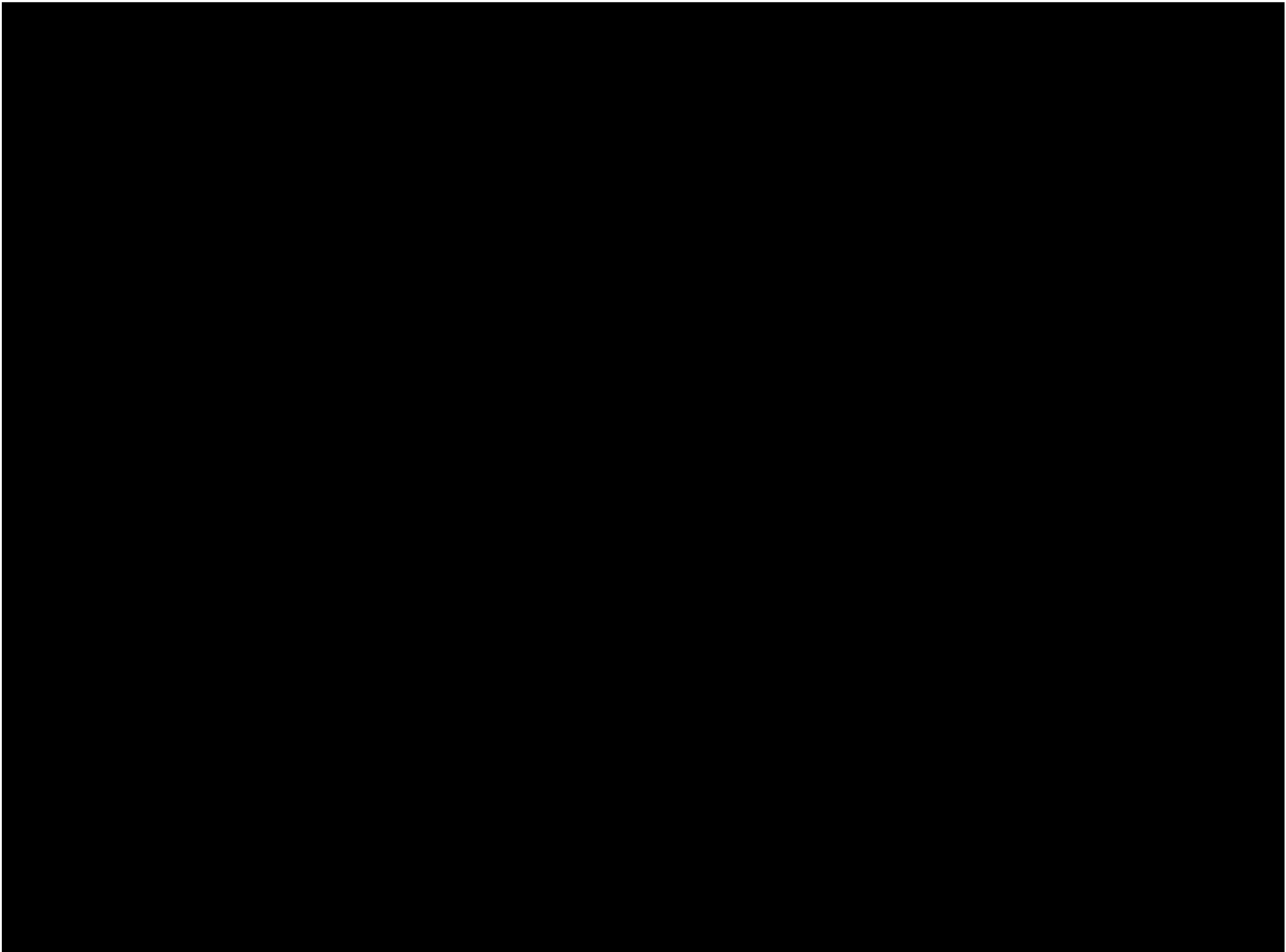
In this Agreement,





“Intellectual Property” means any and all right, title and interest in, to, arising out of, or associated with any of the following in any jurisdiction throughout the world: (a) issued patents and patent applications (whether provisional or non-provisional), including divisionals, continuations, continuations-in-part, substitutions, reissues, foreign equivalents, international applications, reexaminations, extensions, or restorations of any of the foregoing, and other Governmental Authority-issued indicia of invention ownership (including certificates of invention, design patents, industrial designs, petty patents, and patent utility models); (b) registered or unregistered trademarks, service marks, pending trademark and service mark registrations, brands, certification marks, logos, trade dress, trade names, and other similar indicia of source or origin, together with the goodwill connected with the use of and symbolized by, and all registrations, applications for registration, and renewals of, any of the foregoing; (c) registered and unregistered copyrights and works of authorship, whether or not copyrightable, and all registrations, applications for registration, and renewals of any of the foregoing; (d) internet domain names and social media account or user names (including “handles”), whether or not they include trademarks, all associated web addresses, URLs, websites and web pages, social media sites and pages, and all content and data thereon or relating thereto, whether or not copyrights; (e) trade secrets, know-how, inventions (whether or not patentable), discoveries, improvements, technology, business and technical information, databases, data compilations and collections, tools, methods, processes, techniques, and other confidential and proprietary information and all rights therein; (f) computer programs, operating systems, applications, Software, firmware and other code, including all source code, object code, application programming interfaces, data files, databases, protocols, specifications, and other documentation thereof; and (g) all other intellectual or industrial property and proprietary rights;





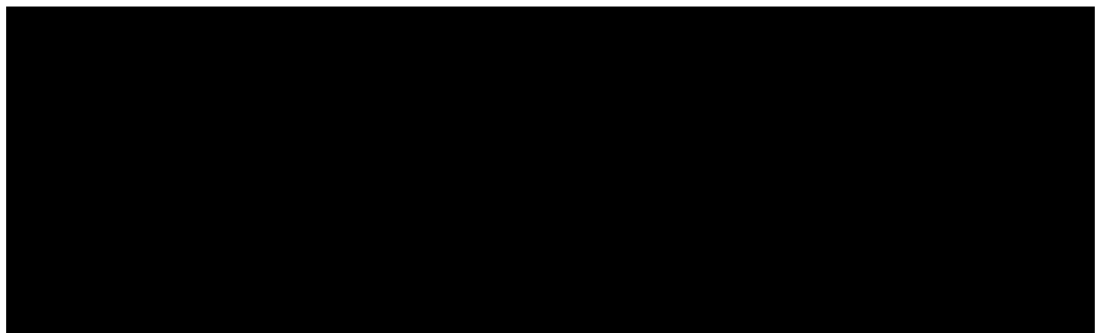
**ARTICLE 2
PURCHASE AND SALE**

Section 2.1 Purchased Assets

Subject to the terms and conditions of this Agreement, at the Closing and effective as at 12:01 am (EST) on the Closing Date, the Sellers agree to sell, assign, transfer and convey to the Buyer or one or more of its designees, and the Buyer agrees to purchase, acquire and accept from the Sellers directly or through one or more of its designees, all of the Sellers' respective right, title and interest in and to, free and clear of all Encumbrances other than the Permitted Encumbrances (all of such assets and property, excluding for greater certainty, the Excluded Assets, hereinafter collectively referred to as the "**Purchased Assets**"):

(a)

(b)



(c)



(d)

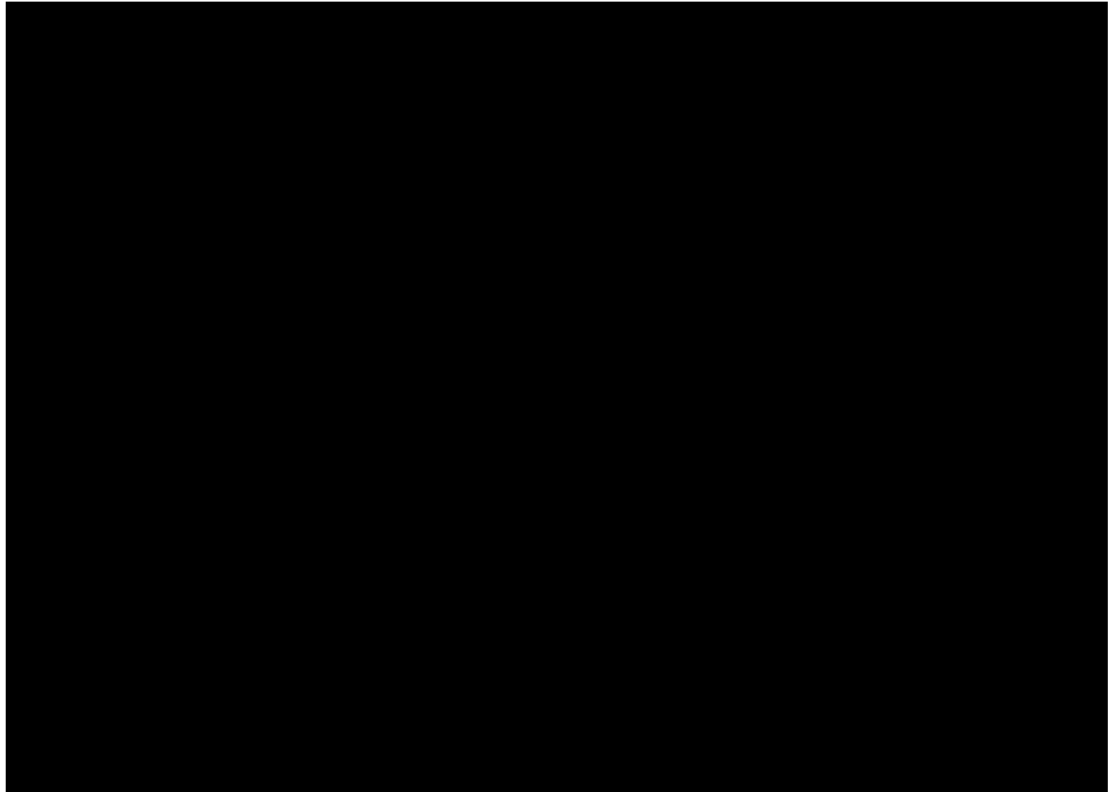
(e) **Intellectual Property.** The Sellers' respective rights, interests and benefits (through ownership, licensing or otherwise) in and to any and all Intellectual Property, including the Intellectual Property listed in Section 2.1(e) of the Disclosure Letter, all documentation and media constituting, describing, or relating to such Intellectual Property, including memoranda, manuals, technical specifications, and other records wherever created and regardless of form, and the right to sue for past, present, or future infringement, misappropriation, or violation thereof, and to collect and retain all damages and profits related to the foregoing (collectively, the "**Purchased Intellectual Property**");

(f)

(g)

(h)

(i)



INTELLECTUAL PROPERTY ASSIGNMENT AND ASSUMPTION AGREEMENT

This Intellectual Property Assignment and Assumption Agreement (this "**Agreement**") is made as of December 8, 2023 between **MARC ANTHONY COSMETICS LTD.**, a corporation duly incorporated under the laws of the province of British Columbia, having its head office located at 100 New Park Place, suite 810, Vaughan, Ontario, L4K 0H9 (the "**Assignor**") and **MAV BEAUTY CANADA, INC.**, a corporation organized under the laws of British Columbia, having its head office located at 2200 HSBC Building, 885 West Georgia Street, Vancouver BC V6C 3E8 (the "**Assignee**" and, together with the Assignor, the "**Parties**").

RECITALS:

- a) The Assignor, MAV Beauty Brands Inc., Marc Anthony Cosmetics USA, Inc., MAV Midco Holdings, LLC, Renpure, LLC, and The Mane Choice Hair Solution LLC (collectively, the "**Sellers**") and MAV USA, LLC (the "**Buyer**") are parties to an asset purchase agreement dated November 13, 2023 (the "**APA**"), pursuant to which, among other things, the Assignor has agreed to sell, assign, transfer and convey to the Buyer or one or more of its designees (which includes, for greater certainty, the Assignee), and the Buyer has agreed to purchase, acquire and accept from the Assignor directly or through one or more of its designees (which includes, for greater certainty, the Assignee), all of the Assignor's right, title and interest as of the date of the APA in, and benefit to, and under, or relating to, among others, the Purchased Intellectual Property including but not limited to those set out in Schedule "A" hereto (collectively, the "**Transferred IP**").
- b) The Assignor and the Assignee desire to carry out the intent and purpose of the APA by their execution and delivery of this Agreement evidencing the sale, conveyance, transfer and assignment to the Assignee of all of the Assignor's right, title and interest in, and benefit to, and under, or relating to, the Transferred IP.

NOW THEREFORE in consideration of the mutual covenants and agreements contained in this Agreement and other good and valuable consideration (the receipt and sufficiency of which are acknowledged), the Parties agree as follows:

1. **Defined Terms.** Capitalized terms used in this Agreement and its Schedule "A" hereto, but not otherwise defined have the meanings specified in the APA.
2. **Assignment and Assumption.** Without limiting the generality of the terms of the APA, and on the terms and subject to the conditions set forth in the APA, the Assignor hereby sells, assigns, transfers and conveys to the Assignee all of the Assignor's right, title and interest in, and benefit to, and under, or relating to, the Transferred IP, all of the same to be held by the Assignee as fully and entirely as the same could have been held and enjoyed by the Assignor if this assignment had not been made, and all rights of action accrued and to accrue under and by virtue thereof.
3. **Third Party Beneficiaries.** The Parties intend that this Agreement shall not benefit or create any right or cause of action in favor of any Person other than the Parties. No Person other than the Parties shall be entitled to rely on the provisions of this Agreement in any action, suit, proceeding, hearing or other forum.
4. **Conflicts with the APA.** Notwithstanding anything contained herein to the contrary, in the event of any inconsistency between the terms of this Agreement and the terms of the APA, the terms of the APA shall govern.
5. **Further Assurances.** From time to time after the date hereof, the Assignor shall, at the reasonable request and sole expense of the Assignee, do, execute, acknowledge and deliver, or cause to be done, executed, acknowledged and delivered, all such further acts and additional conveyance documents as may be requested by the Assignee, acting reasonably, to permit the sale, conveyance, transfer and assignment from the Assignor to the Assignee and the acquisition by the Assignee from the Assignor of all right, title and interest in and to the Transferred IP, and to carry out the purposes and intent of this Agreement and the APA.
6. **Recordation.** The Assignor hereby authorizes the Chief Executive Officer and Registrar of Trademarks in the Canadian Intellectual Property Office, and the officials of corresponding entities or agencies in any applicable jurisdictions, to record and register this Agreement upon request by the Assignee.
7. **Amendments.** Except as expressly provided in this Agreement, no amendment or waiver of this Agreement shall be binding unless executed in writing by all Parties hereto. No waiver of any provision of this Agreement

shall constitute a waiver of any other provision nor shall any waiver of any provision of this Agreement constitute a continuing waiver unless otherwise expressly provided.

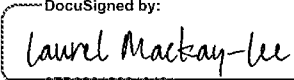
8. **Successors and Assigns.** This Agreement shall be binding upon and inure to the benefit of the Parties and their respective permitted successors and permitted assigns.
9. **Governing Law.** This Agreement, the rights and obligations of the Parties under this Agreement, and any claim or controversy directly or indirectly based upon or arising out of this Agreement or the transactions contemplated by this Agreement (whether based on contract, tort or any other theory), including all matters of construction, validity and performance, shall in all respects be governed by, and interpreted, construed and determined in accordance with, the laws of the Province of Ontario and the federal laws of Canada applicable therein, without regard to the conflicts of law principles thereof.
10. **Counterparts.** This Agreement may be signed in counterparts and each of such counterparts shall constitute an original document and such counterparts, taken together, shall constitute one and the same instrument. Execution of this Agreement may be made by facsimile signature or by electronic means which, for all purposes, shall be deemed to be an original signature.

[Signature Page Follows]

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first written above.

ASSIGNOR:

MARC ANTHONY COSMETICS LTD.

By:  _____
Name: Laurel MacKay-Lee
Title: Chief Financial Officer

ASSIGNEE:

MAV BEAUTY CANADA, INC.

By: _____
Name: Michael Cohen
Title: Authorized Signatory

[Signature Page to Intellectual Property Assignment and Assumption Agreement]

**TRADEMARK
REEL: 008310 FRAME: 0413**

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date first written above.

ASSIGNOR:

MARC ANTHONY COSMETICS LTD.


By: _____

Name:

Title:

ASSIGNEE:

MAV BEAUTY CANADA, INC.

By:  _____

Name: Michael Cohen


Title: Authorized Signatory




[Signature Page to Intellectual Property Assignment and Assumption Agreement]


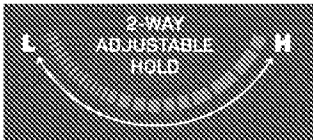
TRADEMARK
REEL: 008310 FRAME: 0414


**SCHEDULE A
TRANSFERRED IP**

Trademark Registrations and Applications (Canada)

Owner	Trademark	Appl. No.	Reg. No.
Marc Anthony Cosmetics Ltd.	FOREVER LONG & Design 	1016871	TMA562980
Marc Anthony Cosmetics Ltd.	MOISTURE GLOSS	1042443	TMA610559
Marc Anthony Cosmetics Ltd.	TRUE PROFESSIONAL	1167671	TMA627618
Marc Anthony Cosmetics Ltd.	INSTANTLY THICK	1167675	TMA626302
Marc Anthony Cosmetics Ltd.	STRICTLY CURLS	1167676	TMA624077
Marc Anthony Cosmetics Ltd.	SIMPLY STRAIGHT	1167677	TMA624098
Marc Anthony Cosmetics Ltd.	MARC ANTHONY	1167678	TMA611540
Marc Anthony Cosmetics Ltd.	FOREVER LONG	1172136	TMA611346
Marc Anthony Cosmetics Ltd.	CAKE BEAUTY	1185641	TMA634570
Marc Anthony Cosmetics Ltd.	MARC ANTHONY	1195977	TMA705657
Marc Anthony Cosmetics Ltd.	DESSERTED ISLAND	1235599	TMA701090
Marc Anthony Cosmetics Ltd.	MILK MADE	1236447	TMA755441
Marc Anthony Cosmetics Ltd.	CAKE WALK	1236449	TMA678074

Owner	Trademark	Appl. No.	Reg. No.
Marc Anthony Cosmetics Ltd.	STYLE STRAIGHT	1452475	TMA783831
Marc Anthony Cosmetics Ltd.	MENSTUFF	1722170	TMA957026
Marc Anthony Cosmetics Ltd.	FOREVER LONG & Design 	1867017	TMA1048388
Marc Anthony Cosmetics Ltd.	Delectable & Design 	1869596	TMA1103163
Marc Anthony Cosmetics Ltd.	Cake & Design 	1873807	TMA1102814
Marc Anthony Cosmetics Ltd.	CAKE NATURALLY LUXE BEAUTY	1906548	TMA1126692
Marc Anthony Cosmetics Ltd.	GROW LONG	1971813	TMA1121350
Marc Anthony Cosmetics Ltd.	HAIR AND SCALP DETOX	1975058	Not registered
Marc Anthony Cosmetics Ltd.	HYDRA LOCK	1988156	Not registered
Marc Anthony Cosmetics Ltd.	COMPLETE COLOR CARE	2038219	Not registered
Marc Anthony Cosmetics Ltd.	COOLING DETOX	2038220	Not registered
Marc Anthony Cosmetics Ltd.	THE MANE CHOICE	2070148	Not registered
Marc Anthony Cosmetics Ltd.	MAKE HAIR PLAY	2072527	Not registered
Marc Anthony Cosmetics Ltd.	MAKE HAIR PLAY, TWIST, CURL AND BOUNCE	2072529	Not registered

Owner	Trademark	Appl. No.	Reg. No.
Marc Anthony Cosmetics Ltd.	MAKE HAIR PLAY, TWIST, SHINE AND BOUNCE	2072532	Not registered
Marc Anthony Cosmetics Ltd.	INSTANTLY THICK + BIOTIN	2102908	Not registered
Marc Anthony Cosmetics Ltd.	GROW LONG CURLS + WAVES	2102918	Not registered
Marc Anthony Cosmetics Ltd.	APPLE MIRACLE	2132951	Not registered
Marc Anthony Cosmetics Ltd.	CURL ENVY	2139227	Not registered
Marc Anthony Cosmetics Ltd.	RESCUPLEX	2166008	Not registered
Marc Anthony Cosmetics Ltd.	REPAIR BOND +Rescuplex	2184130	Not registered
Marc Anthony Cosmetics Ltd.	REPAIR BOND	2190341	Not registered
Marc Anthony Cosmetics Ltd.	SIMPLY WAVES	2192029	Not registered
Marc Anthony Cosmetics Ltd.	SUPER COILS	2192030	Not registered
Marc Anthony Cosmetics Ltd.	STYLE FLEX	2252725	Not registered
Marc Anthony Cosmetics Ltd.	2-WAY ADJUSTABLE CLEANSE & Design 	2283457	Not registered
Marc Anthony Cosmetics Ltd.	2-WAY ADJUSTABLE HOLD & Design 	2283463	Not registered

Owner	Trademark	Appl. No.	Reg. No.
Marc Anthony Cosmetics Ltd.	2-WAY ADJUSTABLE VOLUME & Design 	2283465	Not registered


Trademark Registrations and Applications (United States)

GLOBAL BRAND DATABASE - QUICK SEARCH REPORT

Generated on November 1, 2023

Owner: orthographically resembles "Marc Anthony Cosmetics"

1.	STYLE FLEX	National Trademark Application Pending (October 13, 2023) Number 98223158	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country USA
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Owner	Trademark	Appl. No.	Reg. No.
Marc Anthony Cosmetics Ltd.	APPLE MIRACLE	97116928	NA
Marc Anthony Cosmetics Ltd.	INSTANTLY THICK + BIOTIN	97063368	NA
Marc Anthony Cosmetics Ltd.	REPAIR BOND	97466833	NA
Marc Anthony Cosmetics Ltd.	SUPER COILS	97640260	NA
Marc Anthony Cosmetics Ltd.	SIMPLY WAVES	97640252	NA
Marc Anthony Cosmetics Ltd.	CURL ENVY	97162121	NA
Marc Anthony Cosmetics Ltd.	REPAIR BOND +RESCUPLEX	97447147	NA
Marc Anthony Cosmetics Ltd.	RESCUPLEX	97446747	NA
Marc Anthony Cosmetics Ltd.	GROW LONG CURLS + WAVES	97063380	NA
Marc Anthony Cosmetics Ltd.	MAKE HAIR PLAY, TWIST, SHINE AND BOUNCE	90439179	NA
Marc Anthony Cosmetics Ltd.	MAKE HAIR PLAY, TWIST, CURL AND BOUNCE	90439162	NA
Marc Anthony Cosmetics Ltd.	MAKE HAIR PLAY	90439136	NA
Marc Anthony Cosmetics Ltd.	COMPLETE COLOR CARE	90069011	NA
Marc Anthony Cosmetics Ltd.	CAKE 	90020793	6451658
Marc Anthony Cosmetics Ltd.	PROCEED WITH CAUTION	88416883	5908164
Marc Anthony Cosmetics Ltd.	BEAUTY, HEALTH, SCIENCE	88119884	5759489

Owner	Trademark	Appl. No.	Reg. No.
Marc Anthony Cosmetics Ltd.	NATURAL GROWTH & RETENTION	88024579	5753640
Marc Anthony Cosmetics Ltd.	GROW LONG	88720050	6641847
Marc Anthony Cosmetics Ltd.	HYDRA LOCK	88671909	6191332
Marc Anthony Cosmetics Ltd.	CAKE NATURALLY LUXE BEAUTY	88276470	5975177
Marc Anthony Cosmetics Ltd.	MANETABOLISM	86018403	4604215
Marc Anthony Cosmetics Ltd.	HYDRA-LOCK	86469647	5508839
Marc Anthony Cosmetics Ltd.	MARC ANTHONY	78352379	3492582
Marc Anthony Cosmetics Ltd.	STRICTLY CURLS	78285478	3000732
Marc Anthony Cosmetics Ltd.	TRUE PROFESSIONAL	78275647	2906450
Marc Anthony Cosmetics Ltd.	INSTANTLY THICK	78275643	3092173
Marc Anthony Cosmetics Ltd.	MARC ANTHONY	75214072	2296390

REFERENCE #	MARK OWNER	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS CLASSES
UNITED STATES				
43069 3067	CAKE BEAUTY Cake Beauty Inc.	19 Dec 2003 78/343,682	31 Jan 2006 3,053,112	REGISTERED 003
43069-3066	CAKE WALK Cake Beauty Inc.	06 Nov 2004 78/512,620	24 Apr 2007 3,234,497	REGISTERED 003

Copyright Registrations (Canada)

Owner	Title	Reg. No.
Marc Anthony Cosmetics Inc.	The Final Cut – America's Challenge	1134140
Marc Anthony Cosmetics Inc.	The Final Cut – America's Challenge	1134628
Marc Anthony Cosmetics Inc.	The Final Cut – America's Challenge	1151276

Trademark Registrations and Applications (Outside of Canada and the U.S.)

Owner: orthographically resembles "**Marc Anthony Cosmetics**"

1.	MARC ANTHONY marc anthony	National Trademark Registration Registered (February 19, 2016) Number T1402965E	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Singapore
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2.	RENPURE		National Trademark Registration Registered (May 24, 2019) Number 4186421	Nice class 3 Owner Mark Anthony Cosmetics Ltd. (Canada) Designation country India
3.	RENPURE		National Trademark Application Registered (December 15, 2020) Number 2189686	Nice class 3 Owner Mark Anthony Cosmetics Ltd. (Canada) Designation country Mexico
4.	CAKE NATURALLY LUXE BEAUTY		National Trademark Application Registered (August 24, 2019) Number UK00918012826	Nice class 3, 21, 26 Owner Mark Anthony Cosmetics Ltd. (Canada) Designation country UK
5.	CAKE NATURALLY LUXE BEAUTY		National Trademark Application Registered (August 24th, 2019) Number 018012826	Nice class 3, 21, 26 Owner Mark Anthony Cosmetics Ltd. (Canada) Designation country European Union
6.	CAKE NATURALLY LUXE BEAUTY		National Trademark Registration Registered (January 22, 2019) Number 1984368	Nice class 3, 21, 26 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Australia
7.	CAKE BEAUTY		National Trademark Registration Registered (January 17, 2020) Number 2063338	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Australia
8.	MARC ANTHONY		Regional Trademark Registration Registered (October 21, 2005) Number 003905908	Nice class 3, 35, 44 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country European Union
9.	MARC ANTHONY		National Trademark Registration Registered (October 21, 2005) Number UK00903905908	Nice class 3, 33, 44 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation county UK
10.	Marc Anthony		National Trademark Registration Registered (July 23, 2018) Number 3895432	Nice class 3 Owner MARC ANTHONY COSMETICS LTD (Canada) Designation country India
11.	MARC ANTHONY		National Trademark Registration Registered (February 15, 2022) Number 2249342	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Australia
12.	RENPURE	RENPURE	National Trademark Registration Registered (April 1, 2020) Number 40201924617Y	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Singapore
13.	CAKE NATURALLY LUXE BEAUTY		National Trademark Registration Registered (July 27, 2020) Number 2101661	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Mexico

14.	CAKE NATURALLY LUXE BEAUTY	National Trademark Registration Registered (March 30, 2021) Number 916715337	Nice class 3 Owner MARC ANTHONY COSMETICS LTD (Canada) Designation country Brazil
15.	MARC ANTHONY	National Trademark Registration Registered (May 24, 2019) Number 4186419	Nice class 3 Owner MARC ANTHONY COSMETICS LTD (Canada) Designation country India
16.	RENPURE 	National Trademark Registration Registered (November 11, 2019) Number 4186419	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country Malaysia
17.	MARC ANTHONY	National Trademark Registration Registered (November 24, 2020) Number 2177370	Nice class 3 Owner MARC ANTHONY COSMETICS LTD (Canada) Designation country Mexico
18.	CAKE BEAUTY	National Trademark Registration Registered (May 26, 2006) Number UK00002408864	Nice class 3 Owner Marc Anthony Cosmetics Ltd. (Canada) Designation country UK

REFERENCE #	MARK OWNER	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS CLASSES
CHILE				
43069 3036	CAKE NATURALLY LUXE BEAUTY Marc Anthony Cosmetics Ltd.	23 Feb 2019 1312926	08 Jul 2019 1300802	REGISTERED 03
43069-3117	GROW LONG Marc Anthony Cosmetics Ltd.	11 Sep 2019 1336139	29 Apr 2020 1320499	REGISTERED 03
43069 3021	MARC ANTHONY Marc Anthony Cosmetics Ltd.	10 Nov 2015 1177807	07 Oct 2016 1223410	REGISTERED 03
CHINA				
43069-3154	CAKE NATURALLY LUXE BEAUTY Marc Anthony Cosmetics Ltd.	15 Jan 2020 43834985	07 Oct 2020 43834985	REGISTERED 03, 26
43069-3023	Chinese Characters Marc Anthony Cosmetics Ltd.	28 Aug 2019 40673749	14 Apr 2020 40673749	REGISTERED 03
43069 3098	HAIR AND SCALP DETOX Marc Anthony Cosmetics Ltd.	27 Nov 2019 42631172		PENDING 03
43069-3002	MARC ANTHONY Marc Anthony Cosmetics Ltd.	12 Jul 2013 12907915	07 Oct 2018 12907915	REGISTERED 03
43069-3019	MARC ANTHONY Marc Anthony Cosmetics Ltd.	05 May 2012 10917696	21 Aug 2013 10917696	REGISTERED

43069-3028	MARK ANTHONY Marc Anthony Cosmetics Ltd.	28 Aug 2019 40669794	14 Apr 2020 40669794	REGISTERED 03
COLUMBIA 8637800 43069 3035	CAKE NATURALLY LUXE BEAUTY Marc Anthony Cosmetics Ltd.	06 Feb 2019 SD2019/0009503	14 Apr 2020 636551	REGISTERED 03, 21, 26
43069-3043	MARC ANTHONY Marc Anthony Cosmetics Ltd.	20 Feb 2019 SD2019/0016604		PUBLISHED 03
43069-3045	RENPURE Marc Anthony Cosmetics Ltd.	20 Feb 2019 SD2019/0016643	24 Sep 2019 628188	REGISTERED 03
HONG KONG 43069-3013	MARC ANTHONY Marc Anthony Cosmetics Ltd.	05 Mar 2014 302914542	08 Sep 2014 302914542	REGISTERED
MOROCCO 43069-3020	MARC ANTHONY Marc Anthony Cosmetics Ltd.	21 Sep 2015 169986	21 Sep 2015 169986	REGISTERED 03
43069-3032	CAKE NATURALLY LUXE BEAUTY Marc Anthony Cosmetics Ltd.	05 Feb 2019 2019704290	15 Nov 2019 735356	REGISTERED 03
43069-0058	MARC ANTHONY Marc Anthony Cosmetics Ltd.	23 Dec 2010 2010741539	12 Mar 2012 456010	REGISTERED
SOUTH AFRICA 43069 3168	CAKE Design Marc Anthony Cosmetics Ltd.	07 Aug 2020 2020/19845		PENDING 03
43069-3167	MARC ANTHONY Marc Anthony Cosmetics Ltd.	11 Aug 2020 2020/19988		PENDING 03
43069-3169	RENPURE Marc Anthony Cosmetics Ltd.	07 Aug 2020 2020/19846		PENDING 03
43069 3170	THE MANE CHOICE (Class 3) Marc Anthony Cosmetics Ltd.	07 Aug 2020 2020/19847		PENDING 03
43069 3175	THE MANE CHOICE (Class 5) Marc Anthony Cosmetics Ltd.	07 Aug 2020 2020/19848		PENDING 05
SOUTH KOREA 43069 3039	CAKE NATURALLY LUXE BEAUTY Marc Anthony Cosmetics Ltd.	23 Jan 2019 40-2019-0012576		ALLOWED 03
43069-3004	MARC ANTHONY Marc Anthony Cosmetics Ltd.	17 Jun 2015 4020150044739	28 Jun 2016 401186943	REGISTERED 03

TAIWAN

43069 3038	CAKE NATURALLY LUXE BEAUTY Marc Anthony Cosmetics Ltd.	21 Feb 2019 108010170	01 May 2020 02055474	REGISTERED 03, 21, 26
43069 3007	MARC ANTHONY Marc Anthony Cosmetics Ltd.	03 Mar 2014 103010914	15 Jan 2015 01686332	REGISTERED

TURKEY

43069 3001	MARC ANTHONY Marc Anthony Cosmetics Ltd.	02 Jul 2012 201260055	02 Jul 2013 201260055	REGISTERED 03, 35
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List of Domain Names

1. <https://marcanthony.com>
2. <https://www.cakebeauty.com/>

Social Media Handles

Brand	Region	Platform	Social handle	URL
Marc Anthony	CAN/US	TikTok	marcanthonyhaircare	https://www.tiktok.com/@marcanthonyhaircare?lang=en
Marc Anthony	CAN/US	Threads	marcanthonyhaircare	https://www.threads.net/@marcanthonyhaircare
Marc Anthony	CAN/US	Instagram	marcanthonyhaircare	https://www.instagram.com/marcanthonyhaircare/
Marc Anthony	CAN/US	Twitter	marcanthonyhc	https://www.twitter.com/MarcAnthonyHC
Marc Anthony	Mexico	Instagram	marcanthonyhairmx	https://www.instagram.com/marcanthonyhairmx/
Marc Anthony	Singapore	Instagram	marcanthonyhaircare_sg	https://www.instagram.com/marcanthonyhaircare_sg/
Marc Anthony	India	Instagram	marc.anthonyindia	https://www.instagram.com/marc.anthonyindia/
Marc Anthony	Ecuador	Instagram	marcanthonyhair.ec	https://www.instagram.com/marcanthonyhair.ec/
Marc Anthony	CAN/US	Facebook	MarcAnthonyHairCare	https://www.facebook.com/marcanthonyhaircare/
Marc Anthony	Malaysia	Facebook	MarcAnthonyHairMalaysia	https://www.facebook.com/MarcAnthonyHairMalaysia
Cake Beauty	Mexico	Facebook	MarcAnthonyHairCareMexico	https://www.facebook.com/MarcAnthonyHairCareMexico/

Cake Beauty	Ecuador	Facebook	MarcAnthonyEcuador Hair Care	https://www.facebook.com/profile.php?id=100063533712508
Cake Beauty	Singapore	Facebook	MarcAnthonySG	https://www.facebook.com/MarcAnthonySG/
Cake Beauty	CAN/US	YouTube	MarcAnthonyHairCare	https://www.youtube.com/@MarcAnthonyHairCare
Cake Beauty	CAN/US	TikTok	cakebeauty	https://www.tiktok.com/@cakebeauty
Cake Beauty	CAN/US	Threads	cakebeauty	https://www.threads.net/@cakebeauty?igshid=OGQ5ZDc2ODk2ZA==
Cake Beauty	CAN/US	Instagram	cakebeauty	https://www.instagram.com/cakebeauty/
Cake Beauty	Australia	Instagram	cakebeautyaustralia	https://www.instagram.com/cakebeautyaustralia/
Cake Beauty	UK	Instagram	cakebeauty.uk	https://www.instagram.com/cakebeauty.uk/ ¹
Cake Beauty	LATAM	Instagram	cakebeautylatam	https://www.instagram.com/cakebeautylatam/
Cake Beauty	CAN/US	Facebook	cakebeauty	https://www.facebook.com/cakebeauty
Cake Beauty	Singapore	Facebook	Cake Beauty Singapore	https://www.facebook.com/profile.php?id=100064747695211
Cake Beauty	Australia	Facebook	cakebeautyaustralia	https://www.facebook.com/cakebeautyaustralia
Cake Beauty	LATAM	Facebook	cakebeautylatam	https://www.facebook.com/cakebeautylatam
Cake Beauty	UK	Facebook	cakebeautyuk	https://www.facebook.com/cakebeautyuk ²
Cake Beauty	Turkey	Facebook	Cake Beauty Turkiye	https://www.facebook.com/profile.php?id=100070231725548
Cake Beauty	CAN/US	YouTube	cakebeauty4090	https://www.youtube.com/@cakebeauty4090

¹ Not in use as company is no longer in the UK. However, the profile still exists.

² Not in use as company is no longer in the UK. However, the profile still exists.



Number: BC1158699

CERTIFICATE OF AMALGAMATION

BUSINESS CORPORATIONS ACT

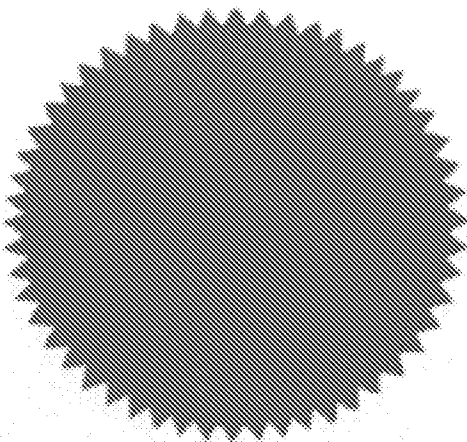
I Hereby Certify that CAKE BEAUTY INC., incorporation number C1158406, and MARC ANTHONY COSMETICS LTD., incorporation number BC1091442 were amalgamated as one company under the name MARC ANTHONY COSMETICS LTD. on April 1, 2018 at 12:01 AM Pacific Time.

Issued under my hand at Victoria, British Columbia

On April 1, 2018

CAROL PREST

Registrar of Companies
Province of British Columbia
Canada



ELECTRONIC CERTIFICATE

RECORDED: 01/03/2024

TRADEMARK
REEL: 008310 FRAME: 0425