

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI32923

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
One Two Cosmetics, LLC		02/15/2024	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Company Name:	Altern Marketing, LLC		
Street Address:	23251 Mulholland Drive		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91364		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5070064	ONE TWO COSMETICS	
Registration Number:	5070169	OTC	
Registration Number:	5070065	MAKING BEAUTY EFFORTLESS	
Registration Number:	5070193	ONE TWO LASH	
Registration Number:	5520713	LASHES IN ONE TWO	
Registration Number:	5902854	ONE TWO COCOMELT	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8185644106		
Email:	legal@goldenhippo.com		
Correspondent Name:	Yuanyi Long		
Address Line 1:	23251 Mulholland Drive		
Address Line 4:	Woodland Hills, CALIFORNIA 91364		
NAME OF SUBMITTER:	Yuanyi Long		
SIGNATURE:	Yuanyi Long		
DATE SIGNED:	02/16/2024		

OP \$165.00.00 86835787

Total Attachments: 7

source=OTC IP Assignment#page1.tif

source=OTC IP Assignment#page2.tif

source=OTC IP Assignment#page3.tif

source=OTC IP Assignment#page4.tif

source=OTC IP Assignment#page5.tif

source=OTC IP Assignment#page6.tif

source=OTC IP Assignment#page7.tif

IP ASSIGNMENT AGREEMENT

This IP Assignment Agreement (“Agreement”), dated as of February 15, 2024 (the “Effective Date”) is entered into by and between ONE TWO COSMETICS, LLC (“Assignor”), a limited liability company incorporated in the State of Florida with principal offices located At 5290 Pinetree Drive, Miami Beach, FL 33140, and Altern Marketing, LLC (“Assignee”), a limited liability company incorporated in the State of California with principal offices located at 23251 Mulholland Drive, Woodland Hills, CA 91364, each individually a “Party” and collectively the “Parties”.

WHEREAS, Assignor is the owner of all rights, title and interest in and to certain intellectual property rights as identified in Section 1 below (“Assignor’s IP”);

WHEREAS, Assignor is desirous of assigning to Assignee all right, title, and interest in and to Assignor’s IP, and Assignee is desirous of acquiring all right, title, and interest in and to Assignor’s IP;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor and Assignee agree as follows:

Section 1. Assignment of IP Rights.

Assignor does hereby sell, assign, and transfer unto Assignee, and Assignee accepts, all Assignor’s rights, title and interest in and to the following:

- (i) **Patents** - All patents, including the patents set forth in Schedule A hereto, including, without limitation, any continuation, divisional, reissue, reexamination, continuation-in-part, continuation, extension, and post-grant review thereof; including the right to claim priority to any of the patents thereof and the right to file any subsequent patent application claiming priority to any of the patents thereof; and including all causes of action and enforcement rights for the patents thereof including all rights to pursue damages, injunctive relief, and other remedies for past and future infringement of the patents thereof;
- (ii) **Trademarks** - All trademarks, including the trademark registrations set forth in Schedule B hereto, together with the goodwill symbolized thereby and the right to recover damages, profits, and all other remedies for all past and future infringements thereof; and
- (iii) **Copyrights** - All copyrights, whether registered or unregistered, and exclusive licenses to copyrights, including, without limitation, the copyright registrations set forth in Schedule C hereto, together with the right to recover damages, profits, and all other remedies for all past and future infringements thereof.

Section 2. Recordation

The Parties authorize and request that this Agreement be recorded with relevant governmental agencies, including, without limitation, the United States Copyright Office, the United States


Patent and Trademark Office, the European Union Intellectual Property Office, and the World Intellectual Property Organization.

Section 3. Assistance.


Assignor hereby binds itself, its legal representatives, and assigns to execute without further consideration any and all applications, petitions, oaths, and assignments or other papers and instruments that may be necessary in order to perfect and carry into full force and effect the sale, assignment, and transfer hereby made or intended to be made under this Agreement.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be duly executed on their behalf by one of their duly authorized representatives as of the Effective Date.

Assignor, One Two Cosmetics, LLC

By: 
Title: VP, Assoc. GC

Assignee, Altern Marketing, LLC

By: 
Title: VP, Assoc. GC

Schedule A - Patents

1. U.S. Patent No. 10149506
Title: NON-ADHESIVE FALSE EYELASH SYSTEM AND METHOD
Date of Patent: 12/11/2018
2. U.S. Patent No. D790771
Title: PROSTHETIC EYELASH
Date of Patent: 06/27/2017
3. U.S. Patent No. D813461
Title: FALSE EYELASH
Date of Patent: 03/20/2018
4. U.S. Patent No. D898297
Title: FALSE EYELASH
Date of Patent: 10/06/2020

Schedule B - Trademarks

U.S. Registrations

1. U.S. Reg. No. 5070064
Mark: ONE TWO COSMETICS
Registration Date: 10/25/2016
2. U.S. Reg. No. 5070169
Mark: OTC
Registration Date: 10/25/2016
3. U.S. Reg. No. 5070065
Mark: MAKING BEAUTY EFFORTLESS
Registration Date: 10/25/2016
4. U.S. Reg. No. 5070193
Mark: ONE TWO LASH
Registration Date: 10/25/2016
5. U.S. Reg. No. 5520713
Mark: LASHES IN ONE TWO
Registration Date: 07/17/2018
6. U.S. Reg. No. 5902854
Mark: ONE TWO COCOMELT
Registration Date: 11/05/2019

International Registrations

1. EUTM No. 017132614
Mark: ONE TWO COSMETICS
Registration Date: 12/13/2017

2. EUTM No. 017132598
Mark: ONE TWO LASH
Registration Date: 12/13/2017

3. EUTM No. 017132606



Mark:

Registration Date: 12/12/2017

4. International Registration No. 1375048
Mark: ONE TWO LASH
Registration Date: 10/02/2017

5. International Registration No. 1375051
Mark: ONE TWO COSMETICS
Registration Date: 10/02/2017

Schedule C – Copyrights

1. U.S. Copyright Registration No. PA0002075351
Title: [OTC Tutorial]
Registration Date: 2017-08-08
2. U.S. Copyright Registration No. PA0002102860
Title: Eyelash Standalone.
Registration Date: 2017-08-08
3. U.S. Copyright Registration No. VA0002090046
Title: Bold Lash in Box.
Registration Date: 2017-07-19
4. U.S. Copyright Registration No. VA0002090049
Title: Bold Lash.
Registration Date: 2017-07-19
5. U.S. Copyright Registration No. VA0002090051
Title: Original Lash.
Registration Date: 2017-07-19
6. U.S. Copyright Registration No. VA0002090052
Title: Accent Lash in Box with Insert.
Registration Date: 2017-07-19
7. U.S. Copyright Registration No. VA0002090058
Title: Filler Lash.
Registration Date: 2017-07-19
8. U.S. Copyright Registration No. VA0002090060
Title: Filler Lash in Box.
Registration Date: 2017-07-19
9. U.S. Copyright Registration No. VA0002090062
Title: Original Lash in Box.
Registration Date: 2017-07-19
10. U.S. Copyright Registration No. VA0002091649
Title: Original Lash - New Box Insert.
Registration Date: 2017-08-08
11. U.S. Copyright Registration No. VA0002091662
Title: Original Lash in Box with New Insert.
Registration Date: 2017-08-08

12. U.S. Copyright Registration No. VA0002097125
Title: One Two Wash.
Registration Date: 2017-07-19
13. U.S. Copyright Registration No. VA0002104364
Title: Accent Lash.
Registration Date: 2017-07-19
14. U.S. Copyright Registration No. VA0002104440
Title: Accent Lash Standalone.
Registration Date: 2017-07-19