

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309528

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bellami Lifestyle, LLC		07/01/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bellami Hair, LLC		
Street Address:	3229 Box Elder Ct.		
City:	Simi Valley		
State/Country:	CALIFORNIA		
Postal Code:	93065		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86267867	BELLAMI	
CORRESPONDENCE DATA			
Fax Number:	310-944477		
<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:	310-451-0647		
Email:	tmk@cislo.com		
Correspondent Name:	Daniel M. Cislo		
Address Line 1:	1333 2nd Street, Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90401-4110		
ATTORNEY DOCKET NUMBER:	13-28198		
NAME OF SUBMITTER:	Daniel M. Cislo		
SIGNATURE:	/DanielMCislo/		
DATE SIGNED:	07/02/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, the undersigned Bellami Lifestyle, LLC, a California limited liability company having its principal place of business located at 3229 Box Elder Ct., Simi Valley, CA, 93065, (hereinafter ASSIGNOR), has developed a business pertaining to the mark BELLAMI (hereinafter the MARK), which is a pending application at the United States Patent and Trademark Office assigned Serial No. 86/267,867;

WHEREAS, Bellami Hair, LLC, a California limited liability company having its principal place of business located at 3229 Box Elder Ct., Simi Valley, CA, 93065 (hereinafter ASSIGNEE), and the successor to the ongoing and existing business of ASSIGNOR, or portion thereof, to which the MARK pertains, is desirous of acquiring the MARK, the goodwill symbolized thereby, and the aforementioned trademark application therefor; and

WHEREAS, ASSIGNOR is assigning the MARK in the aforementioned trademark application to which the MARK pertains, along with good will thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARK, the assets of the MARK, the goodwill associated therein and the trademark application of the MARK.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 1 day of July, 2014.

BELLAMI LIFESTYLE, LLC


Signature

Julius Salame
Name

CEO
Officer Title