

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM402669

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SBPA, LLC		10/18/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	WBC Group, LLC		
Street Address:	450 N. 54th Street		
City:	Chandler		
State/Country:	ARIZONA		
Postal Code:	85226		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87148226	WILLING BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	6029165651		
<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:	602-916-5451		
Email:	ip@fclaw.com		
Correspondent Name:	Stacie K. Smith		
Address Line 1:	2394 East Camelback Road		
Address Line 2:	Suite 600		
Address Line 4:	Phoenix, ARIZONA 85016-3429		
ATTORNEY DOCKET NUMBER:	035264.0266		
NAME OF SUBMITTER:	Stacie K. Smith		
SIGNATURE:	/Stacie K. Smith/		
DATE SIGNED:	10/20/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, SBPA, LLC, a Delaware limited liability company, whose address is 2394 East Camelback Road, Phoenix, Arizona 85016 ("Assignor") has intended to use in commerce the trademark WILLING BEAUTY and has filed an application to register the mark WILLING BEAUTY in the U.S. Patent and Trademark Office, Application Serial No. 87148226 (the "Mark") but has not yet filed allegations of use; and

WHEREAS, WBC Group, LLC, a Delaware limited liability company, with an office at 450 N. 54th Street, Chandler, Arizona 85226 ("Assignee") desires to acquire the Mark and the trademark application for the Mark and all of Assignor's right, title and interest in the Mark as a successor to Assignor's ongoing and existing business to which the Mark pertains.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest, including common law rights, in and to the Mark, including the right to file for protection of the Mark, together with the goodwill of the business associated with the Mark and that portion of the business which is ongoing and existing to which the Mark pertains. Assignor agrees to perform, at Assignee's request, all acts and to execute all documents necessary for Assignee to perfect its ownership in and to the Mark.

SBPA, LLC

By: 

Name: Brett Blake

Title: CEO of Origami Owl, LLC, its Member

Dated: 10/18/16