

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900445584		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Radical Beauty International		09/13/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Gratitude Beauty Inc.		
Street Address:	540 S MARENGO AVENUE		
City:	PASADENA		
State/Country:	CALIFORNIA		
Postal Code:	91101		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4091858	TRYLACEL	
CORRESPONDENCE DATA			
Fax Number:	8588100137		
<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:	4422247490		
Email:	mail@noli-ipsolutions.com		
Correspondent Name:	Mariana Paula Noli		
Address Line 1:	5030 Bella Collina Street		
Address Line 4:	Oceanside, CALIFORNIA 92056		
ATTORNEY DOCKET NUMBER:	GB17009USTM		
NAME OF SUBMITTER:	Mariana Paula Noli		
SIGNATURE:	/Mariana Paula Noli/		
DATE SIGNED:	06/08/2018		
Total Attachments: 3			
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source=2018-06-07-Updated Assignment of Rights FINAL _Signed 20160913_Trylancel#page2.tif			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between **Radical Beauty International**, having a place of business at 40 E. Main Street, Newark DE, 19711 (the "Assignor"), and **Gratitude Beauty Inc.** residing at 540 S Marengo Avenue, Pasadena, CA 91101 (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration set forth on Schedule 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Schedule 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

This Trademark Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

[SIGNATURE PAGE FOLLOWS]

A handwritten signature in black ink, appearing to be 'R. B. I.', is located in the bottom right corner of the page.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment as of the date first above written.

ASSIGNOR – Radical Beauty International

By: _____

Name: _____

Title: _____

Date: _____

ASSIGNEE – Gratitude Beauty Inc.

By: _____

Name: _____

Title: _____

Date: _____

SCHEDULE 1 – TRADEMARKS

1. TRYLACEL mark, US Registration Number: 4,091,858, Registration Date: 1/24/2012, Principal Register, United States.