

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM507184

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Scott Oshry		07/19/2018	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Maesa LLC		
Street Address:	40 Worth Street		
Internal Address:	Suite 705		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Limited Liability Company: UNITED STATES California		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76705298	BELIEVE BEAUTY	
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:	9143817600		
Email:	slocke@dorflaw.com		
Correspondent Name:	Scott Locke		
Address Line 1:	555 Theodore Fremd Ave.		
Address Line 4:	Rye, NEW YORK 10580		
NAME OF SUBMITTER:	Scott D. Locke		
SIGNATURE:	/Scott D. Locke/		
DATE SIGNED:	01/24/2019		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark agreement (the "Agreement") is effective as of July 19, 2018 by and between **Scott Oshry** an individual ("Assignor"), and **Maesa LLC**, a California limited liability company with a location at 40 Worth Street, Suite 705, New York, NY 10013 ("Assignee").

WHEREAS, Assignor, is the owner of the trademark and United States trademark registration on file with the United States Patent and Trademark Office identified on **Schedule A** attached hereto (the "Trademark"); and

WHEREAS, Assignee, wishes to acquire the entire right, title, and interest in the Trademark.

NOW, the parties agree as follows:

1. **Assignment.** Assignor does hereby irrevocably assign to Assignee all rights, title, and interest, including but not limited to, all registrations, pending registration applications, and all other registration rights throughout the world with respect to the Trademark, all rights to prepare derivative marks, all goodwill, all enforcement rights, all rights to collect monies for infringements both past and present, and all other rights in and to the Trademark.
2. **Consideration.** In consideration of \$10 (ten dollars) and other good and valuable consideration, the receipt of which is acknowledged, Assignor assigns the rights described in section 1.
3. **Entire Agreement.** This Agreement, contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof.
4. **Amendment.** This Agreement may be amended only by a writing signed by both parties.
5. **Severability.** If any term, provision, covenant or condition of this Agreement, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect.

6. Governing Law. This Agreement shall be construed and enforced in accordance with, and all actions arising hereunder shall be governed by, the laws of the State of New York.

ASSIGNOR

By: 

Date: July 19, 2018

Name: Scott Oshry

ASSIGNEE

By: 

Date: 7/19/18

Name: Julia Saada

Title: CEO

SCHEDULE A

<u>Trademark</u>	<u>App. Ser. No.</u>	<u>Reg. No.</u>	<u>Goods and Services</u>
BELIEVE BEAUTY	76/705,298	4,031,811	Skin care products, namely creams, lotions and soaps; and cosmetics