

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM557022

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Windmill Health Products LLC		01/03/2020	Limited Liability Company: NEW JERSEY
RECEIVING PARTY DATA			
Name:	KMF Holdings LLC		
Street Address:	321 West 44th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88660332	KISS MY FACE PURELY WHITE	
CORRESPONDENCE DATA			
Fax Number:	8668643947		
<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:	9738281284		
Email:	tm@myerswolin.com		
Correspondent Name:	Myers Wolin, LLC		
Address Line 1:	100 HEADQUARTERS PLAZA		
Address Line 2:	WEST TOWER, FLOOR 7		
Address Line 4:	Morristown, NEW JERSEY 07960		
ATTORNEY DOCKET NUMBER:	KMF 9768		
NAME OF SUBMITTER:	Harris A. Wolin		
SIGNATURE:	/Harris A. Wolin/		
DATE SIGNED:	01/10/2020		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made on January 3, 2020 ("Effective Date"), by and between WINDMILL HEALTH PRODUCTS LLC, a New Jersey Limited Liability Company, having a principal address at 10 Henderson Drive, West Caldwell, New Jersey 07006 ("Assignor"), and KMF IP HOLDINGS LLC, a Delaware Limited Liability Company, having a principal address at 321 West 44th Street, New York, New York 10036 ("Assignee").

RECITALS:

Assignor has rights to the following trademark application (the "Mark"):

Mark	Serial Number	Country
KISS MY FACE PURELY WHITE	88660332	US

Assignor desires to assign and convey, and Assignee desires to acquire, all of Assignor's right, title and interest in and to the Mark, together with all good will and all other rights associated with the Mark.

NOW, THEREFORE, for good and sufficient consideration, receipt of which is hereby acknowledged, the parties hereto agree as follows:

1. The above recitals are incorporated herein as if set forth at length below.
2. Assignor hereby assigns, sets over and transfers to Assignee all of Assignor's right, title and interest in, to and under the following:
 - a) The Mark;
 - b) All common law rights and good will associated with the Mark; and
 - c) The right to recover damages for any and all past infringement.
3. Assignee is a successor to the entire portion of the Assignor's business to which the Mark pertains.
4. This Assignment includes the entire portion of the Assignor's business to which the Mark pertains.

Assignee hereby accepts the assignment and conveyance of the Mark.

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of the Effective Date first written above.

WINDMILL HEALTH PRODUCTS LLC

KMF IP HOLDINGS LLC

By:  _____

By:  _____

Name: Keith Frankel

Name: Daniel Setton

Title: Owner

Title: Principal