

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM561741

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bolero Home Decor, Inc.		02/11/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bolero Home Decor, Inc.		
Street Address:	1717 2nd Street		
City:	Sarasota		
State/Country:	FLORIDA		
Postal Code:	34236		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 34			
Property Type	Number	Word Mark	
Serial Number:	88035054	ALL THAT SHINES	
Serial Number:	86452576	AWASH IN EXPECTATION	
Serial Number:	88234129	BEAUTY FROM THE INSIDE	
Serial Number:	86452590	CLEANLINESS BECOMES YOU	
Serial Number:	86270860	COLD PRESS TECHNOLOGY	
Serial Number:	86657744	DR. SPA	
Serial Number:	86497971	HARD TO HOLD	
Serial Number:	86452601	LATHER ME UP	
Serial Number:	86452580	LIVE LIFE CLEANLY	
Serial Number:	88239885	LOOK FOR THE BAMBOO TOPS & WHITE BOTTLES	
Serial Number:	88650253	MIGHTY CURLS	
Serial Number:	86051714	NOLA PARFUME	
Serial Number:	87387504	POP STUDIOS	
Serial Number:	86966980	POP STUDIOS	
Serial Number:	88659226	PRO REMEDY	
Serial Number:	88334425	PURE COLD PRESS TECHNOLOGY SO. CAL.	
Serial Number:	88636923	PURE SCALP THERAPY	
Serial Number:	86232528	RAW SUGAR	
Serial Number:	88120455	RAW SUGAR	

OP \$865.00 88035054

Property Type	Number	Word Mark
Serial Number:	86447201	RAW SUGAR LIVING PURELY UNFILTERED
Serial Number:	86928282	RAW SUGAR INITIATIVE
Serial Number:	88700000	RAW MEN SMELL GOOD
Serial Number:	87832529	SIMPLY BAR SOAP
Serial Number:	87828308	SIMPLY BODY WASH
Serial Number:	87828335	SIMPLY HAND WASH
Serial Number:	86733432	SKINTEN
Serial Number:	86452596	SLIPPERY WHEN WET
Serial Number:	86452570	SO GOOD LOOKING
Serial Number:	85633693	
Serial Number:	85638792	SOHO DOG
Serial Number:	87222826	
Serial Number:	88120445	
Serial Number:	88035010	TRULY UNRULY
Serial Number:	88633604	UNFILTERED BY RAW SUGAR

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 7543001500

Email: info@conceptlaw.com

Correspondent Name: Scott D. Smiley

Address Line 1: 6400 North Andrews Avenue, Suite 500

Address Line 4: Fort Lauderdale, FLORIDA 33309

NAME OF SUBMITTER:	Scott D. Smiley
SIGNATURE:	/Scott D. Smiley/
DATE SIGNED:	02/12/2020

Total Attachments: 4

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TRADEMARKS ASSIGNMENT

This assignment ("ASSIGNMENT") is made from Bolero Home Decor, Inc., a California corporation, having an address at 13412 Ventura Blvd., Suite 200, Sherman Oaks, California 91423 ("ASSIGNOR") to Bolero Home Decor, Inc., a Florida corporation, having an address at 1717 2nd Street, Sarasota, Florida 34236 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks ("the marks") described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the products with which the marks are used ("the products"); and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR's right, title, interest of whatever kind in and to the marks, together with: (1) the goodwill of the business relating to the products in respect upon which the marks are used and for which they are registered; (2) all income, royalty, and damages hereafter due or payable to ASSIGNOR with respect to the mark, including without limitation damages and payments for past or future infringements and misappropriations of the marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the marks.

ASSIGNOR covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title, and interest in the marks.

ASSIGNOR further covenants that it is the lawful owner of the marks, that upon information and belief the same are unencumbered, free and clear of all liens, and not subject to any claims of ownership, that there are no pending claims of infringement, and that ASSIGNOR has full right to make this ASSIGNMENT.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this ASSIGNMENT, effective as of the date written below.

Bolero Home Decor, Inc.
13412 Ventura Blvd., Suite 200
Sherman Oaks, California 91423

Signature: _____

Date: 2/11/20

Name: Ronnie Shugar
Title: President/CEO

WITNESS




ARLENE LOPEZ
Witness Name (Print)

Witness Signature

Date: 02/11/20

EXHIBIT A

<u>Trademark</u>	<u>Serial Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
✓ ALL THAT SHINES	88035054	07/12/2018	5718082	04/02/2019
✓ AWASH IN EXPECTATION	86452576	11/12/2014	4768365	07/07/2015
✓ BEAUTY FROM THE INSIDE	88234129	12/18/2018	Pending	Pending
✓ CLEANLINESS BECOMES YOU	86452590	11/12/2014	4764535	06/30/2015
✓ COLD PRESS TECHNOLOGY	86270860	05/03/2014	4650717	12/02/2014
✓ DR. SPA	86657744	06/10/2015	5115340	01/03/2017
✓ HARD TO HOLD	86497971	01/07/2015	4777262	07/21/2015
✓ LATHER ME UP	86452601	11/12/2014	4768367	07/07/2015
✓ LIVE LIFE CLEANLY	86452580	11/12/2014	4764534	06/30/2015
✓ LOOK FOR THE BAMBOO TOPS & WHITE BOTTLES	88239885	12/21/2018	5805780	07/16/2019
✓ MIGHTY CURLS	88650253	10/10/2019	Pending	Pending
✓ NOLA PARFUME	86051714	08/29/2013	4532708	05/20/2014
✓ POP STUDIOS	87387504	03/27/2017	5460404	05/01/2018
✓ POP STUDIOS	86966980	04/06/2016	5201420	05/09/2017
✓ PRO REMEDY	88659226	10/17/2019	Pending	Pending
✓ PURE COLD PRESS TECHNOLOGY SO. CAL. (Stylized/Design)	88334425	03/11/2019	5802820	07/09/2019
✓ PURE SCALP THERAPY	88636923	09/30/2019	Pending	Pending
✓ RAW SUGAR	86232528	03/26/2014	4634500	11/04/2014
✓ RAW SUGAR (Stylized/Design)	88120455	09/17/2018	Pending	Pending
✓ RAW SUGAR LIVING PURELY UNFILTERED (Stylized/Design)	86447201	11/06/2014	4884122	01/12/2016

<u>Trademark</u>	<u>Serial Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
✓ RAW SUGAR INITIATIVE	86928282	03/03/2016	5063037	10/18/2016
✓ RAW MEN SMELL GOOD	88700000	11/20/2019	Pending	Pending
✓ SIMPLY BAR SOAP	87832529	03/13/2018	Pending	Pending
✓ SIMPLY BODY WASH	87828308	03/09/2018	5932819	12/10/2019
✓ SIMPLY HAND WASH	87828335	03/09/2018	5932820	12/10/2019
✓ SKINTEN	86733432	08/21/2015	5205505	05/16/2017
✓ SLIPPERY WHEN WET	86452596	11/12/2014	4768366	07/07/2015
✓ SO GOOD LOOKING	86452570	11/12/2014	4764533	06/30/2015
✓ Design Only 	85633693	05/23/2012	4415622	10/08/2013
✓ SOHO DOG	85638792	05/30/2012	4452046	12/17/2013
✓ Design Only (Trade Dress) 	87222826	11/01/2016	5331713	11/07/2017
✓ Design Only (Trade Dress) 	88120445	09/17/2018	5900505	11/05/2019
✓ TRULY UNRULY	88035010	07/12/2018	5718081	04/02/2019
UNFILTERED BY RAW SUGAR	88633604	09/27/2019	Pending	Pending