

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM608545

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/05/2020

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Boom! By Cindy Joseph Ltd.		11/12/2020	Corporation: NEW YORK

RECEIVING PARTY DATA

Name:	Boom! By Cindy Joseph, LLC
Street Address:	982 Main Street
Internal Address:	4-135
City:	Fishkill
State/Country:	NEW YORK
Postal Code:	12524
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	5614720	BOOM!
Registration Number:	5625436	BOOM!
Registration Number:	5678027	BOOM COTTON
Registration Number:	3710613	BOOM! BY CINDY JOSEPH
Registration Number:	4174409	BOOM! BY CINDY JOSEPH
Registration Number:	5678025	BOOM MASK
Registration Number:	5678026	BOOM NECTAR
Registration Number:	4251282	BOOMSILK
Registration Number:	4220662	BOOMSTICK
Registration Number:	5678028	BOOM TOUCH
Registration Number:	6090867	BOOM GOLD
Serial Number:	88722313	BOOM! BAG
Serial Number:	88722540	BOOM SCRUB
Serial Number:	88722340	BOOM BRIGHT
Serial Number:	88722782	IT'S ABOUT WOMEN. IT'S ABOUT BEAUTY. IT'
Serial Number:	90041028	BOOM CLEAN
Serial Number:	90041036	BOOM CALM

OP \$565.00 5614720

Property Type	Number	Word Mark
Serial Number:	90041089	BOOMSTICK COLOR
Serial Number:	90041102	BOOMSTICK GLIMMER
Serial Number:	90041118	BOOMSTICK GLO
Serial Number:	90041137	BOOMSTICK TRIO
Serial Number:	90052238	PRO-AGE REVOLUTION

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: 212-593-2112
Email: christopher@serbagilaw.com
Correspondent Name: The Serbagi Law Firm
Address Line 1: 488Madison Avenue
Address Line 2: Suite 1120
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Christopher Serbagi
SIGNATURE:	/Christopher Serbagi/
DATE SIGNED:	11/13/2020

Total Attachments: 3
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NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, BOOM! By Cindy Joseph Ltd., a corporation organized under the laws of New York, with an address at 228 East Route 59, No. 395, Nanuet, New York 10954 (“Assignor”), had adopted, was using, and had registered the marks listed on the attached Exhibit A with the U.S. Patent and Trademark Office (the “Trademarks”), and use of the Trademarks continues at the present time;

WHEREAS, pursuant to an Agreement and Plan of Merger, dated November 5, 2020 (the “Merger Agreement”), the Trademarks were transferred to BOOM! By Cindy Joseph, LLC., a Delaware Limited Liability Company, with an address at 982 Main Street 4-135, Fishkill, NY, 12524 (the “Assignee”) on November 5, 2020 (the "Effective Date");


WHEREAS, this Assignment is meant to confirm and memorialize the transfer of the Trademarks from Assignor to Assignee pursuant to the Merger Agreement for the purpose of ensuring a proper chain of title for the Trademarks; and

WHEREAS, pursuant to the Merger Agreement, Assignee has already acquired the entire right, title and interest in and to the Trademarks, including all the goodwill associated therewith and symbolized thereby and the right to bring actions for infringement of the Trademarks occurring prior to the Effective Date;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known for valuable and legally-sufficient consideration, the receipt and sufficiency of which was provided for in the Merger Agreement, as of the Effective Date the Assignor assigned and transferred, and by these presents does assign and transfer to the Assignee, the Assignor’s entire right, title and interest in and to the Trademarks, including the right to bring actions for infringements of the Trademarks occurring prior to the Effective Date, together with all the goodwill of the Assignor connected with and symbolized by the Trademarks.

IN TESTIMONY WHEREOF, this Assignment has been executed on behalf of Assignor by a former officer of Assignor who was authorized as of the Effective Date to do so.

NAME OF ASSIGNOR

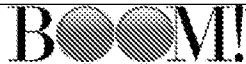

By:  _____

Name: Ezra Firestone

Title: Chief Executive Officer

Date: November 12, 2020

EXHIBIT A

TITLE	COUNTRY	SERIAL NUMBER	FILING DATE	REG. NUMBER	ISSUE/REG DATE	STATUS
BOOM!	United States	87/656,070	10/23/17	5,614,720	11/27/18	Active Reg.
	United States	87/654,940	10/22/17	5,625,436	12/11/18	Active Reg.
BOOM COTTON	United States	87/819,054	3/3/18	5,678,027	2/19/19	Active Reg.
BOOM!BY CINDY JOSEPH	United States	78/863,141	4/17/06	3,710,613	11/10/09	Active Reg.
	United States	85/422,580	9/14/11	4,174,409	7/17/12	Active Reg.
BOOM MASK	United States	87/819,033	3/3/18	5,678,025	2/19/19	Active Reg.
BOOM NECTAR	United States	87/819,048	3/3/18	5,678,026	2/19/19	Active Reg.
BOOMSILK	United States	85/451,274	10/19/11	4,251,282	11/27/12	Active Reg.
BOOMSTICK	United States	85/422,636	9/14/11	4,220,662	10/9/12	Active Reg.
BOOM TOUCH	United States	87/819,070	3/3/18	5,678,028	2/19/19	Active Reg.
BOOM GOLD	United States	88/722,334	12/10/19	6,090,867	6/30/20	Active Reg.
BOOM! BAG	United States	88/722,313	12/10/19	n/a	n/a	Pending
BOOM SCRUB	United States	88/722,540	12/11/19	n/a	n/a	Pending
BOOM BRIGHT	United States	88/722,340	12/10/19	n/a	n/a	Pending
IT'S ABOUT WOMEN.IT'S ABOUT BEAUTY. IT'S ABOUT TIME	United States	88/722,782	12/11/19	n/a	n/a	Pending
BOOM CLEAN	United States	90/041,028	7/8/20	n/a	n/a	Pending

BOOM CALM	United States	90/041,036	7/8/20	n/a	n/a	Pending
BOOMSTICK COLOR	United States	90/041,089	7/8/20	n/a	n/a	Pending
BOOMSTICK GLIMMER	United States	90/041,102	7/8/20	n/a	n/a	Pending
BOOMSTICK GLO	United States	90/041,118	7/8/20	n/a	n/a	Pending
BOOMSTICK TRIO	United States	90/041,137	7/8/20	n/a	n/a	Pending
PRO-AGE REVOLUTION	United States	90/052,238	7/14/20	n/a	n/a	Pending