

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM675990

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ultrax Developments Corp.		02/24/2021	Corporation: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	1931 Cimarron LLC		
<b>Street Address:</b>	9903 Santa Monica Blvd.		
<b>City:</b>	Beverly Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90212		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87546013	HAIR VIGOR	
<b>Serial Number:</b>	87387584	EYELASH SURGE	
<b>Serial Number:</b>	87387521	EYE BLOOM	
<b>Serial Number:</b>	87301569	HAIR PLUSH	
<b>Serial Number:</b>	86154711	ULTRAX LABS	
<b>Serial Number:</b>	86667571	HAIR SURGE	
<b>Serial Number:</b>	86667491	HAIR RUSH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	8139990199		
<b>Email:</b>	rluxenberg@aegislaw.com		
<b>Correspondent Name:</b>	Rachael Beth Luxenberg		
<b>Address Line 1:</b>	100 S. Ashley Drive		
<b>Address Line 4:</b>	Tampa, FLORIDA 33602		
<b>NAME OF SUBMITTER:</b>	Rachael Beth Luxenberg		
<b>SIGNATURE:</b>	/RachaelLuxenberg/		
<b>DATE SIGNED:</b>	09/22/2021		

OP \$190.00 87546013

**Total Attachments: 5**

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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "**Assignment**"), dated as of February 24, 2021 (the "**Effective Date**"), is made by ULTRAX DEVELOPMENTS CORP. an Arizona corporation ("**Ultrax**"),

[REDACTED] ("**Assignor**"), in favor of 1931 CIMARRON LLC, a Delaware limited liability company ("**1931**"),

[REDACTED] ("**Assignee**").

WHEREAS, Assignee is the purchaser of all of the Purchased Assets (as defined in the Purchase Agreement) pursuant to that certain Asset Purchase Agreement dated as of even date herewith by and between Assignor, Assignee, Boosted Ecommerce, Inc., Aleksandr Vasser, and Kyle Uchitel, as may be amended to date (collectively, the "**Purchase Agreement**");

WHEREAS, pursuant to the Purchase Agreement, Assignor has conveyed, transferred and assigned to Assignee, among other assets, certain intellectual property of Assignor; and

WHEREAS, Assignor owns all of the rights, title and interest in and to the Trademark Assets (as defined herein), and, pursuant to the Purchase Agreement, has agreed to execute and deliver this Assignment, for recording with the United States Patent and Trademark Office, the European Union Intellectual Property Office, and corresponding entities or agencies in any applicable jurisdiction (collectively, the "**Agencies**").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts from Assignor and Assignor, all of Assignor's and Assignor's right, title and interest in and to the following:

a. all trademark registrations and trademark applications, including, without limitation, those set forth on Schedule 1, attached hereto, and all issuances, extensions, and renewals thereof (collectively, the "**Trademark Assets**"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademark Assets;

b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

c. any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

d. any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the Effective Date, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office, the officials of the European Union Intellectual Property Office, and other Agencies to record and register this Assignment upon request by Assignee. Following the Effective Date, upon Assignee's reasonable request, Assignor shall take such steps and actions, and

provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Trademark Assets to Assignee, or any assignee or successor thereto.

3. Terms of the Purchase Agreement. The parties hereto acknowledge and agree that this Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Trademark Assets. The representations, warranties, covenants, agreements and indemnities contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall govern and control.

4. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

5. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the State of California, United States of America, without giving effect to any choice or conflict of law provision or rule.

(Signature Page Follows)

IN WITNESS WHEREOF, the undersigned have duly executed and delivered this Assignment as of the Effective Date.

**ASSIGNOR:**

ULTRAX DEVELOPMENTS CORP, an Arizona corporation

By: *Kyle Uchitel*  
Kyle Uchitel (Feb 24, 2021 09:52:43)  
Name: Kyle Uchitel  
Title: President

[REDACTED]

[REDACTED]

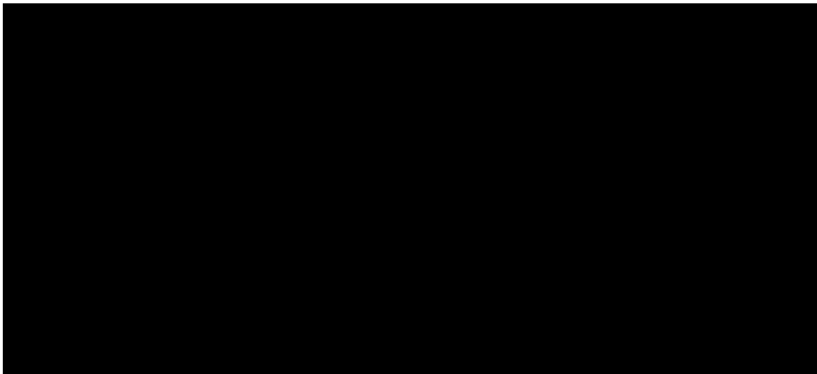
**ASSIGNEE:**

1931 CIMARRON LLC, a Delaware limited liability company

By: *Keith Richman*  
Keith Richman (Feb 24, 2021 18:23:11)  
Name: Keith Richman  
Title: Co-Founder

By: *Charlie Chanaratsopon*  
Charlie Chanaratsopon (Feb 24, 2021 19:23:11)  
Name: Charlie Chanaratsopon  
Title: Co-Founder

[REDACTED]



**SCHEDULE 1**

**Trademark Assets**

<b>Territory</b>	<b>Mark</b>	<b>Agency</b>	<b>Serial / Trademark Number</b>	<b>Filing Date</b>
United States	Hair Vigor	United States Patent and Trademark Office	87546013 (current status is suspended)	N/A
United States	Eyelash Surge	United States Patent and Trademark Office	5419749	3/6/2018
United States	Eye Bloom	United States Patent and Trademark Office	5328142	11/7/2017
United States	Hair Plush	United States Patent and Trademark Office	5284532	9/12/2017
United States	Ultrax Labs	United States Patent and Trademark Office	4677597	1/27/2015
United States	Hair Surge	United States Patent and Trademark Office	5420837	3/13/2018
United States	Hair Rush	United States Patent and Trademark Office	4918173	3/15/2016
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]