

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM748909

<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>
Project Miracle IP Holdings, LLC		07/25/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bakeup Beauty Inc.		
<b>Street Address:</b>	3104 E. Camelback Road, #973		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85016		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97515541	AUTO TUNE	
<b>Serial Number:</b>	97515336	CHEEKY CLEAN	
<b>Serial Number:</b>	97515651	DISCO VEILS	
<b>Serial Number:</b>	97515646	EYE VEILS	
<b>Serial Number:</b>	97515551	I CANDY PALETTES	
<b>Serial Number:</b>	97515346	PALM PALETTES	
<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>	928-776-1516		
<b>Email:</b>	kwilson@zmfiplaw.com		
<b>Correspondent Name:</b>	Zeman-Mullen & Ford, LLP		
<b>Address Line 1:</b>	233 White Spar Road		
<b>Address Line 4:</b>	Prescott, ARIZONA 86303		
<b>NAME OF SUBMITTER:</b>	Laura J. Zeman-Mullen		
<b>SIGNATURE:</b>	/laura zeman-mullen/		
<b>DATE SIGNED:</b>	08/16/2022		

OP \$165.00 97515541

**Total Attachments: 1**

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ASSIGNMENT

WHEREAS, Project Miracle IP Holdings, LLC, a Delaware limited liability company (“Assignor”), having a business address of 18291 N Pima RD #110-405, Scottsdale, Arizona 85255, has intended to use the marks identified below in interstate commerce and has filed applications with the United States Patent and Trademark Office based on its bona fide intent to use the marks in commerce, but has not yet filed allegations of use of the marks under §§1 (c) or 1(d) of the Trademark Act;

<u>TRADEMARK</u>	<u>SERIAL NUMBER</u>	<u>FILING DATE</u>
AUTO TUNE	97515541	July 22, 2022
CHEEKY CLEAN	97515336	July 22, 2022
DISCO VEILS	97515651	July 22, 2022
EYE VEILS	97515646	July 22, 2022
I CANDY PALETTES	97515551	July 22, 2022
PALM PALETTES	97515346	July 22, 2022

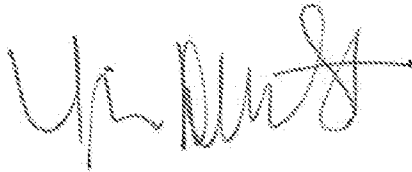
WHEREAS, Assignor is assigning the marks identified above as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. §1060;

WHEREAS, Bakeup Beauty Inc., a Delaware corporation (“Assignee”), having a business address of 3104 E. Camelback Road, #973, Phoenix, Arizona 85016, has acquired the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. §1060, and is desirous of acquiring said trademarks and the pending intent-to-use applications therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the above-identified trademarks and the goodwill of the business symbolized thereby.

DATED as of the 25<sup>th</sup> day of July, 2022.

Project Miracle IP Holdings, LLC



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By: Tricia Deutsch  
Title: An Authorized Officer