

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM844129

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
J.A. RF, LLC		09/29/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	e.l.f Cosmetics, Inc.		
Street Address:	570 10th Street		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	6442589	KEYS SOULCARE	
Registration Number:	6937114	KEYS SOULCARE	
CORRESPONDENCE DATA			
Fax Number:	2124464900		
<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:	212 446-4841		
Email:	johanna.schmitt@kirkland.com		
Correspondent Name:	Johanna Schmitt		
Address Line 1:	601 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Johanna Schmitt		
SIGNATURE:	/Johanna Schmitt/		
DATE SIGNED:	10/06/2023		
Total Attachments: 2			
source=9 22 23 KEYS SOULCARE Trademark Assignment - JA RF to e.l.f. Cosmetics_(100223691_1)#page1.tif			
source=9 22 23 KEYS SOULCARE Trademark Assignment - JA RF to e.l.f. Cosmetics_(100223691_1)#page2.tif			

CH \$65.00 6442589

KEYS SOULCARE TRADEMARK ASSIGNMENT

WHEREAS, e.l.f Cosmetics, Inc. is the sole member of J.A. RF, LLC a limited liability company organized and existing under the laws of Delaware, USA, with an address of 570 10th Street Oakland, California United States 94607 ("**Assignor**"), is the owner of the following registrations and applications for
KEYS SOULCARE:

Argentina Reg. No. 3234749 (IC 3, 8)

Australia Reg. No. 2085123(IC 3,8)

Brazil Reg. No. 919862152 (IC 3)

Brazil Reg. No. 919862306 (IC 8)

Canada Reg. No. 2023637 (IC 3, 8)

China Reg. No. 471896601-10 (IC 10)

China Reg. No. 47189660 (IC 3)

China Reg. No. 471896601-8 (IC 8)

Community Trademark (EU) Reg. No. 018229539 (IC 3, 8)

Japan Reg. No. 6471691(IC 3, 4, 8, 21)

Mexico Reg. No. 2121178 (IC 3)

Mexico Reg. No. 2121179 (IC 8)

New Zealand Reg. No. 1152929 (IC 3, 8)

Nigeria App. No. F/TM/O/2020/1011 (IC 3)

Nigeria App. No. F/TM/O/2020/1013 (IC 8)

Norway Reg. No. 312360 (IC 3, 8)

Philippines Reg. No. 515698 (IC 3, 8, 10)

Russia Reg. No. 799921(IC 3, 8)

South Africa App. No. 2020/22424 (IC 3)

South Africa App. No. 2020/22425 (IC 8)

United Kingdom Reg. No. 3484059 (IC 3, 8)

United Kingdom Reg. No. UK00918229539 (IC 3, 8)

U.S. Reg. No. 6442589 (IC 4, 35)

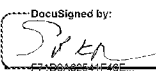
U.S. Reg. No. 6937114 (IC 34)

(hereinafter, the "**KEYS SOULCARE Trademarks**"); and

WHEREAS, e.l.f. Cosmetics, Inc. a corporation organized and existing under the laws of Delaware, U.S.A. with an address of 570 10th Floor Oakland, California United States 94607 ("**Assignee**"), is desirous of acquiring the KEYS SOULCARE Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the KEYS SOULCARE Trademarks, together with all benefits, privileges, causes of action, and remedies arising out of or relating to such KEYS SOULCARE Trademarks or the exploitation thereof, including, without limitation, the right to apply for and maintain any applications, registrations or renewals therefor, all rights to bring an action, whether at law or in equity, for infringement, dilution, or other violation of such KEYS SOULCARE Trademarks, against any third party, all rights to recover damages, profits and injunctive relief for past, present or future infringement, dilution, or other violation of such KEYS SOULCARE Trademarks the goodwill, if any, associated with or symbolized by the KEYS SOULCARE Trademarks and the identified applications and/or registrations therefor.

ASSIGNOR J.A. RF, LLC

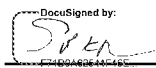
By:  _____

Name: Scott Milstein

Title: SVP and General Counsel

Date of Signature: 9/29/2023

ASSIGNEE e.l.f. Cosmetics, Inc.

By:  _____

Name: Scott Milstein

Title: SVP and General Counsel

Date of Signature: 9/29/2023