

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM853326

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FB Acquisition LLC		04/07/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Forma Brands, LLC		
Street Address:	10303 Norris Ave		
City:	Pacoima		
State/Country:	CALIFORNIA		
Postal Code:	91331		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	6747702	F	
Registration Number:	6747689	FORMA BRANDS	
Registration Number:	5888365	LIBERATE YOUR LIPS	
Registration Number:	3485497	LIPSTICK QUEEN	
Registration Number:	3412555	LIPSTICK QUEEN	
Registration Number:	5725069	PARALLEL UNIVERSE LIP FLASH	
Registration Number:	5738196	REAR VIEW MIRROR	
Registration Number:	5569173	STARK RAVING MATTE	
Registration Number:	5575291	BAD HABIT	
Registration Number:	6429761	BAD HABIT	
Registration Number:	5704173	BLEND THE RULES	
Registration Number:	5710766	FLUIDITY	
Registration Number:	6316596	MAKE IT BIG	
Registration Number:	4424302	MORPHE	
Registration Number:	4967948	MORPHE	
Registration Number:	5756672	MORPHE	
Registration Number:	6667479	SUCH GOOD	
Registration Number:	6687958	YOU DON'T HAVE TO BE GOOD ALL THE TIME T	
		TRADEMARK	

CH \$540.00 6747702

Property Type	Number	Word Mark
Registration Number:	6208220	PLAYA
Registration Number:	6224915	PLAYA
Serial Number:	90588248	PLAYA

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: 212-813-5900

Email: anicolescu@fzlz.com

Correspondent Name: Robert A. Becker

Address Line 1: Fross Zelnick Lehrman & Zissu, P.C.

Address Line 2: 151 West 42nd Street, 17th Floor

Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	FABS 2310743
NAME OF SUBMITTER:	Anca Nicolescu
SIGNATURE:	/ancanicolescu/
DATE SIGNED:	11/14/2023
Total Attachments: 0	

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