

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI154872

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Paul Hawken		03/13/2024	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	The Nature of Hair LLC		
<b>Street Address:</b>	27B Gate Five Road		
<b>City:</b>	Sausalito		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94965		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88111097	WILD	
<b>Serial Number:</b>	88111088	PLANT BABY	
<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>	7146415100		
<b>Email:</b>	trademarks@rutan.com, knghiem@rutan.com		
<b>Correspondent Name:</b>	Lindy M. Herman		
<b>Address Line 1:</b>	18575 Jamboree Road, 9th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>ATTORNEY DOCKET NUMBER:</b>	038736.0000		
<b>NAME OF SUBMITTER:</b>	KATELYN NGHIEM		
<b>SIGNATURE:</b>	KATELYN NGHIEM		
<b>DATE SIGNED:</b>	04/12/2024		
<b>Total Attachments: 5</b>			
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# INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT (“Intellectual Property Assignment”), effective as of March 13, 2024 (“Effective Date”), is entered into by and between **PAUL HAWKEN**, an individual with an address of 27 Gate Five Road, Sausalito, CA 94965 (the “Assignor”), and **THE NATURE OF HAIR LLC**, a Delaware limited liability company with a principal place of business at 27B Gate Five Road, Sausalito, CA 94965 (the “Assignee”).

WHEREAS, Assignor is the owner of the trademarks identified on Schedule 1 of this Intellectual Property Assignment (the “Trademarks”);

WHEREAS, Assignee desires to acquire all rights, title and interests in and to the Trademarks; and

WHEREAS, the Assignor intends to transfer to Assignee its right, title, and interest in the domain names set forth in Schedule 2 of this Intellectual Property Assignment, to the extent Assignor is the legal owner of such domain names.

NOW, THEREFORE, Assignor and Assignee agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee all of Assignor’s rights, title, and interests in and to the following:

(a) the Trademarks set forth on Schedule 1 hereto, and all registrations, issuances, extensions, and renewals thereof, together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

(b) all of Assignor’s internet domain names, whether or not Trademarks, all associated web addresses, URLs, websites and web pages, and all content and data thereon or relating thereto, whether or not Copyrights, set forth in Schedule 2 hereto, and all extensions and renewals thereof;

(c) 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;

(d) 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

(e) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, 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 of the U.S. Patent and Trademark Office (“USPTO”) to record and register this Trademark Assignment upon request by Assignee. 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 Trademarks to Assignee, or any assignee or successor thereto.

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

4. Counterparts; Electronic Signatures. This Intellectual Property Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Intellectual Property 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 Intellectual Property Assignment.

*[Signature Page Follows]*

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

**Assignor**

**Assignee**

**PAUL HAWKEN**

  
\_\_\_\_\_

**THE NATURE OF HAIR LLC**

By:   
\_\_\_\_\_

Name: Paul Hawken

Title: Director

**SCHEDULE 1**

**Paul Hawken Assignment**

**Assigned Trademarks**

<b>Mark</b>	<b>Jurisdiction</b>	<b>App. No. and Date</b>	<b>Reg. No. and Date</b>	<b>Owner of Record</b>	<b>Status</b>
<b>WILD</b>	United States	88111097 Sep. 10, 2018	6789806 Jul. 12, 2022	Paul Hawken	Registered
<b>PLANT BABY</b>	United States	88111088 Sep. 10, 2018	6396983 June 22, 2021	Paul Hawken	Registered

**SCHEDULE 2**

**Paul Hawken Assignment**

**Assigned Domain Names**

<b>Domain Name</b>	<b>Registrar Name</b>	<b>Registrant Name</b>	<b>Expiration Date</b>
myhairprint.com	Paul Hawken	Domain Administrator c/o Tiger Technologies LLC	Dec. 22, 2024
thenatureofhair.com	Paul Hawken	Domain Administrator c/o Tiger Technologies LLC	Dec. 13, 2024
hair-print.com	Paul Hawken	Domain Administrator c/o Tiger Technologies LLC	Dec. 15, 2024
hairprintcompany.com	Paul Hawken	Domain Administrator c/o Tiger Technologies LLC	Dec. 15, 2024
hairprintformen.com	Paul Hawken	Domain Administrator c/o Tiger Technologies LLC	Mar. 14, 2024
productsforhumanity.com	Paul Hawken	Domain Administrator c/o Tiger Technologies LLC	Mar. 30, 2024