

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM716747

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hollywood Beauty Imports, LLC		02/28/2022	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	House of Cheatham LLC		
Street Address:	1445 Rock Mountain Blvd		
City:	Stone Mountain		
State/Country:	GEORGIA		
Postal Code:	30083		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1739383		
Registration Number:	2238826		
Registration Number:	1719278	HOLLYWOOD BEAUTY	
Registration Number:	4602715	HOLLYWOOD PURE	
Registration Number:	6092171	PEGA'O!	
Registration Number:	2908071	PERFECT RESULTS	
CORRESPONDENCE DATA			
Fax Number:	9122363003		
<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:	912.236.3001		
Email:	nbelzer@belzerlaw.com		
Correspondent Name:	Nathan C. Belzer		
Address Line 1:	2905 Bull St.		
Address Line 4:	Savannah, GEORGIA 31405		
NAME OF SUBMITTER:	Nathan C. Belzer		
SIGNATURE:	/Nathan C. Belzer/		
DATE SIGNED:	03/25/2022		

OP \$165.00 1739383

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Hollywood Beauty Imports, LLC, a Florida limited liability company with an address of 10800 NW 103rd St., Suite 5, Miami, Florida 33178 ("Assignor"), owns certain marks as identified on the chart attached hereto as Exhibit A and incorporated by reference herein (collectively, the "Marks"); and

WHEREAS, House of Cheatham LLC, a Delaware limited liability company with an address of 1445 Rock Mountain Blvd., Stone Mountain, Georgia 30083 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, any applications and registrations related thereto, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith.

THEREFORE, in consideration of the sum of One Dollar (\$1.00) in hand paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned, transferred and by these presents does hereby sell, assign and transfer unto Assignee, its successors or assigns, the entire right, title and interest in and to the Marks, any applications and registrations related thereto, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof and other past injury thereto.

EXECUTED THIS 28 day of February, 2022

Assignor: Hollywood Beauty Imports, LLC

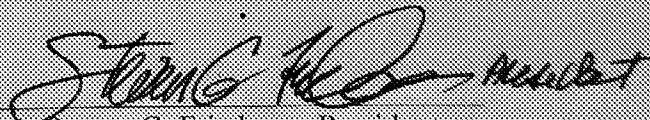

By: Steven G. Friedman, President

Exhibit A

Trademark	Country	Filed	App #	Register Date	Reg #	Classes	Current Status	Next Renewal Deadline
Flower Design Logo	European Union	08/04/1997	608943	02/15/1999	608943	3, 21, 25	Alive - Renewed	08/04/2027
Flower Design Logo	Japan	10/02/1998	4194944	10/02/1998	4194944	3	Abandoned - nonuse	
Flower Design Logo	United States	04/13/1992	74/264,797	12/15/1992	1,739,383	3	Alive - Renewed	12/15/2022
Flower Design Logo	United States	03/05/1998	75/444,989	04/13/1999	2,238,826	3	Alive - Renewed	04/13/2029
Forever Radiant	European Union	08/04/1997	608950	02/15/1999	608950	3	Abandoned - nonuse	
Forever Radiant	United States	07/29/1991	74/189,608	04/06/1993	1,763,574	3	Abandoned - nonuse	
Hollywood Beauty	Canada	09/20/2001	1,116,209	06/17/2003	TMA583,922	3	Alive - Renewed	06/17/2033
Hollywood Beauty	European Union	08/04/1997	608992	02/15/1997	608992	3, 21, 25	Alive - Renewed	08/04/2027
Hollywood Beauty	United States	11/15/1990	74/115,678	09/22/1992	1,719,278	3	Alive - Renewed	09/22/2022
Hollywood Pure	United States	06/21/2013	85/966,264	12/07/2004	4,602,715	3	Alive - Renewed	09/09/2030
Pega'ol	United States	05/13/2019	88/428,361	06/30/2020	6,092,171	3	Alive - Registered	06/30/2026
Perfect Results	United States	11/28/2003	76/564,386	12/07/2004	2,908,071	3 - hair care	Alive - Renewed	12/07/2024
Perfect Results	United States	07/12/2007	77/227,806	06/24/2008	3,452,498	3 - hair color	Abandoned - nonuse	