

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM631661

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sensio Inc.		03/01/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Beautiful Brands LLC		
Street Address:	261 Madison Avenue		
Internal Address:	25th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88729251	BEAUTIFUL	
Serial Number:	88729252	BEAUTIFUL	
Serial Number:	88729254	BEAUTIFUL	
Serial Number:	88729255	BEAUTIFUL	
CORRESPONDENCE DATA			
Fax Number:	6173454745		
<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:	6173454665		
Email:	trademarks@daypitney.com		
Correspondent Name:	Jeremy Blackowicz / Day Pitney LLP		
Address Line 1:	605 Third Avenue, 31st Floor		
Address Line 4:	New York, NEW YORK 10158-1803		
ATTORNEY DOCKET NUMBER:	792705003490		
NAME OF SUBMITTER:	Jeremy Blackowicz		
SIGNATURE:	/jeremy blackowicz/		
DATE SIGNED:	03/12/2021		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of the date written below between **Sensio Inc.** ("Assignor"), a Delaware corporation, having its principal place of business at 261 Madison Avenue, 25th Floor New York, NY 10016 and **Beautiful Brands LLC** ("Assignee"), a Delaware limited liability company, having its principal place of business at 261 Madison Avenue, 25th Floor New York, NY 10016.

WHEREAS, the Assignor is the owner of all registered and unregistered right, title and interest in and to the Trademarks listed in Schedule A hereto (the "Trademarks"), including the goodwill of the business symbolized thereby;

WHEREAS, the Assignee is the successor to the ongoing and existing business of the Assignor, or portion of the business for which the Trademarks will be used.

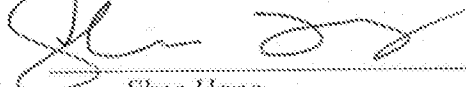
WHEREAS, the Assignor has agreed to assign the Trademarks to the Assignee, and the Assignee has agreed to accept such assignment.

NOW, THEREFORE, for good and valuable consideration, the Assignor hereby assigns to the Assignee, its successors and assigns, all its full right to and title in the Trademarks, including the right to sue for past infringement(s), together with the good will of the business related thereto.

IN WITNESS WHEREOF, the Assignor has caused this Agreement to be executed as of the date first written above.

DATED: March 1, 2021

Sensio Inc.


By: Shac Hong
Title: CEO

SCHEDULE A

SENSIO INC.

TRADEMARK APPLICATIONS AND REGISTRATIONS

	Mark:	Country:	App. No.:	Reg. No.:
1.	BEAUTIFUL	United States of America	88729251	
2.	BEAUTIFUL	United States of America	88729252	
3.	BEAUTIFUL	United States of America	88729254	
4.	BEAUTIFUL	United States of America	88729255	