

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM843674

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Inspired Beauty Brands, Inc.		09/15/2023	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	JhirMane, LLC		
Street Address:	330 7th Avenue, 16th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1253486	JHIRMACK	
Registration Number:	1619343	JHIRMACK	
Registration Number:	6976039	MANE CLUB	
CORRESPONDENCE DATA			
Fax Number:	8669477329		
<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:	6504939300		
Email:	trademarks@wsgr.com		
Correspondent Name:	Alyssa M. Worsham		
Address Line 1:	650 Page Mill Road		
Address Line 2:	Wilson Sonsini Goodrich & Rosati		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	66949.900/JQM		
NAME OF SUBMITTER:	Alyssa M. Worsham		
SIGNATURE:	/Alyssa M. Worsham/		
DATE SIGNED:	10/04/2023		
Total Attachments: 4			
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source=Trademark Assignment Agreement - from Inspired Beauty Brands, Inc. to JhirMane, LLC#page2.tif			

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (“Agreement”), is entered into and effective as of the 15th day of September 2023, by and between Inspired Beauty Brands, Inc., a New York corporation (“Assignor”) and JhirMane, LLC, a Delaware limited liability company (“Assignee”) (collectively, the “Parties”).

WHEREAS, the Parties have entered into a Contribution Agreement, dated as of the date hereof (the “Contribution Agreement”);

WHEREAS, pursuant to the Contribution Agreement, Assignor contributed certain assets to Assignee, including the trademark registrations set forth on Schedule A (the “Assigned Marks”);

WHEREAS, Assignor owns the Assigned Marks, as well as all common law rights in the Assigned Marks and all goodwill of the business associated therewith and symbolized thereby; and

WHEREAS, in connection with the Contribution Agreement, Assignor desires to assign, transfer, convey and deliver to Assignee the Assigned Marks, subject to the terms and conditions herein;

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties, intending to be legally bound, agree as follows:

1. Assignment. Effective simultaneously with the effectiveness of the Contribution Agreement, Assignor irrevocably assigns, transfers, conveys and delivers to Assignee, and Assignee accepts from Assignor, all right, title and interest that Assignor has in and to the Assigned Marks, together with (a) all goodwill of the business associated therewith and symbolized by the Assigned Marks, (b) all common law rights therein and rights in any elements of the Assigned Marks, including underlying word marks and design components, (c) all registrations that have been granted in any of the foregoing, (d) all extensions and renewals of the foregoing, (e) any past, present or future claims or causes of action (either in law or in equity) arising out of or related to any infringement or other violation of the Assigned Marks, and the right to sue for and collect damages, injunctive relief or any other remedy, or otherwise recover therefor, and (f) and any and all other tangible or intangible rights arising from or related to the Assigned Marks or Assignor’s use of the Assigned Marks.

2. Recordation. Assignor hereby authorizes and requests that the official of any applicable governmental authority, including the United States Patent and Trademark Office and any foreign trademark offices, record Assignee as owner of the Assigned Marks and issue any and all registrations, including renewals thereof, to and in the name of Assignee.

3. Further Assurances. Assignor agrees that, upon request, it will, at Assignee’s expense for any reasonable costs incurred, promptly furnish all necessary documentation relating to or supporting chain of title and confirming Assignee’s ownership of all right, title and interest in and to the Assigned Marks, and sign and deliver all papers, take all rightful oaths, and do all

acts that may be reasonably necessary for vesting title to the Assigned Marks in Assignee, its successors and assigns. In the event Assignor fails to execute such documentation after a reasonable amount of time, Assignor hereby appoints Assignee with full and complete authority and power of attorney to act in the stead of Assignor and to execute and record as its attorney-in-fact such transfer documentation.

4. Entire Agreement; Amendment. This Agreement, together with the attached Schedule A, constitute the entire agreement, and supersede any and all prior or contemporaneous agreements, whether written or oral, with regard to the Assigned Marks. No amendment, modification or waiver of any of the provisions of this Agreement will be valid unless set forth in a written instrument signed by the party to be bound.

5. Section Headings. The section headings contained in this Agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this Agreement.

6. Governing Law. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Delaware without regard to its conflict of laws principles.

7. Counterparts. This Agreement 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 Agreement 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 Agreement.

8. Third Party Rights. Nothing in this Agreement is intended or shall be construed to confer upon or give any person, other than the Parties and their respective successors, any rights or remedies under or by reason of this Agreement. This Agreement is binding upon and inures to the benefit of the Parties and their respective successors and assigns.

[Signature Page Follows]

IN WITNESS WHEREOF, the Parties have duly executed this Agreement with effect as of the date first set forth above.

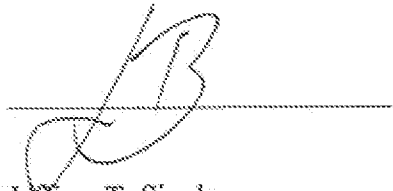
INSPIRED BEAUTY BRANDS, INC.

JHIRMANE, LLC

By: _____



By: _____



Name: Jeffrey T. Sieglen

Name: Jeffrey T. Sieglen

Title: President, Secretary and Treasurer

Title: Treasurer

{Signature Page to Trademark Assignment Agreement}

**SCHEDULE A
ASSIGNED MARKS**

MARK	JURISDICTION	APP. NO.	DATE FILED	REG. NO.	REG. DATE
JHIRMACK	Australia	363091	July 21, 1981	363091	July 21, 1981
JHIRMACK	Canada	0462028	November 24, 1980	TMA262420	September 11, 1981
JHIRMACK	China	38072063	May 10, 2019	38072063	December 28, 2019
JHIRMACK	Costa Rica	64098	July 13, 1984	64098	July 13, 2004
JHIRMACK	EUTM	2074235	February 6, 2001	2074235	January 23, 2003
JHIRMACK	Japan	201967142	May 10, 2019	6306324	October 21, 2020
JHIRMACK	Mexico	125999	November 4, 1991	444907	October 25, 1993
JHIRMACK	Puerto Rico	24136	April 6, 1982	24136	April 6, 2002
JHIRMACK	South Africa	816482	September 3, 1981	816482	September 3, 1981
JHIRMACK	United Kingdom	UK00902074235	February 6, 2001	UK00902074235	February 6, 2001
JHIRMACK	United States	73280477	October 6, 1980	1253486	October 11, 1983
JHIRMACK	United States	74021431	January 22, 1990	1619343	October 30, 1990
MANE CLUB	Australia	2031566	August 21, 2019	2031566	March 30, 2020
MANE CLUB	Canada	1981339	August 20, 2019		
MANE CLUB	EUTM	18110950	August 22, 2019	18110950	December 21, 2019
MANE CLUB	Japan	202129656	March 12, 2021	6541991	April 6, 2022
MANE CLUB	United Kingdom	UK00918110950	August 22, 2019	UK00918110950	December 21, 2019
MANE CLUB	United States	90579842	March 15, 2021	6976039	February 7, 2023