

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528373

|                                   |  |                           |                         |
|-----------------------------------|--|---------------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                                     |                           |                         |
| <b>NATURE OF CONVEYANCE:</b>      | Notice of Grant of Security Interest in Trademarks |                           |                         |
| <b>CONVEYING PARTY DATA</b>       |  |                           |                         |
| <b>Name</b>                       | <b>Formerly</b>                                    | <b>Execution Date</b>     | <b>Entity Type</b>      |
| Jeffree Star Cosmetics, Inc.      |  | 05/24/2019                | Corporation: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>       |  |                           |                         |
| <b>Name:</b>                      | BANK OF AMERICA, N.A., as Lender                   |                           |                         |
| <b>Street Address:</b>            | One Independence Center, 101 North Tryon Street    |                           |                         |
| <b>Internal Address:</b>          | Doc Retention Center, NC1-001-05-13                |                           |                         |
| <b>City:</b>                      | Charlotte  |                           |                         |
| <b>State/Country:</b>             | NORTH CAROLINA                                     |                           |                         |
| <b>Postal Code:</b>               | 28255-0001   |                           |                         |
| <b>Entity Type:</b>               | National Banking Association: UNITED STATES        |                           |                         |
| <b>PROPERTY NUMBERS Total: 27</b> |  |                           |                         |
| <b>Property Type</b>              | <b>Number</b>                                      | <b>Word Mark</b>          |                         |
| <b>Registration Number:</b>       | 5729365  | LIQUID FROST              |                         |
| <b>Registration Number:</b>       | 5700769  | REDRUM                    |                         |
| <b>Registration Number:</b>       | 5662603  | SUPREME FROST             |                         |
| <b>Registration Number:</b>       | 5545810  | REDRUM                    |                         |
| <b>Registration Number:</b>       | 5475685  | UNICORN BLOOD             |                         |
| <b>Registration Number:</b>       | 5470262  | JJ                        |                         |
| <b>Registration Number:</b>       | 5355272  | JJ                        |                         |
| <b>Registration Number:</b>       | 5342211  | JJ JEFFREE STAR COSMETICS |                         |
| <b>Registration Number:</b>       | 5300956  | LIP AMMUNITION            |                         |
| <b>Registration Number:</b>       | 5041859  | BEAUTY KILLER             |                         |
| <b>Registration Number:</b>       | 5027783  | SKIN FROST                |                         |
| <b>Registration Number:</b>       | 5008614  | JEFFREE STAR COSMETICS    |                         |
| <b>Serial Number:</b>             | 88379210   | BLUE BLOOD                |                         |
| <b>Serial Number:</b>             | 88277490   | RESTING BITCH FACE        |                         |
| <b>Serial Number:</b>             | 88251089   | CONSPIRACY                |                         |
| <b>Serial Number:</b>             | 88245278   | CONTROVERSY               |                         |
| <b>Serial Number:</b>             | 88245273   | BLOOD SUGAR               |                         |
| <b>Serial Number:</b>             | 88164823   |                           |                         |

OP \$690.00 5729365

| Property Type  | Number   | Word Mark             |
|----------------|----------|-----------------------|
| Serial Number: | 88150445 |                       |
| Serial Number: | 88144890 |                       |
| Serial Number: | 88065170 | JEFFREE STAR APPROVED |
| Serial Number: | 88010432 | MAGIC STAR            |
| Serial Number: | 87858443 |                       |
| Serial Number: | 87858438 |                       |
| Serial Number: | 87803921 | MANNEQUIN FOUNDATION  |
| Serial Number: | 87122841 | SERVING FACE          |
| Serial Number: | 86971393 | ANDROGYNY             |

**CORRESPONDENCE DATA**

**Fax Number:** 7043311159

*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:** 7043311000

**Email:** PTO\_TMconfirmation@mvalaw.com,  
maryelizabethzaldivar@mvalaw.com

**Correspondent Name:** Moore & Van Allen PLLC

**Address Line 1:** 100 North Tryon Street

**Address Line 2:** Suite 4700, ATTN: IP DEPARTMENT

**Address Line 4:** Charlotte, NORTH CAROLINA 28202

|                                |                  |
|--------------------------------|------------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 327000.028079    |
| <b>NAME OF SUBMITTER:</b>      | John Slaughter   |
| <b>SIGNATURE:</b>              | /john slaughter/ |
| <b>DATE SIGNED:</b>            | 06/19/2019       |

**Total Attachments: 4**

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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

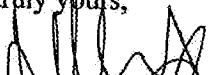
United States Patent and Trademark Office


Ladies and Gentlemen:

Please be advised that pursuant to the Security Agreement dated as of May 24, 2019 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and among the Pledgor and Bank of America, N.A. (the "Bank"), the undersigned Pledgor has assigned and granted a security interest in the trademarks and trademark applications set forth on Schedule 1 hereto.

The undersigned Pledgor and the Bank hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

  
\_\_\_\_\_  
Jeffree Star Cosmetics, Inc.

By:   
\_\_\_\_\_  
Name: *Jeffree Star*  
Title: *CEO*

9440 Lurline Avenue  
Chatsworth, CA 91311-6034

Acknowledged and Accepted:

BANK OF AMERICA, N.A., as Lender

By: Robin K. Toomey

Name: Robin K. Toomey

Title: SVP

Bank of America  
Doc Retention Center  
NC1-001-05-13  
One Independence Center  
101 North Tryon Street  
Charlotte, NC 28255-0001

Schedule 1

Jeffree Star Cosmetics, Inc.  
(California Corporation)

U.S. Trademarks

**Trademark Registrations**

| Mark                                 | Reg. No. | Reg. Date |
|--------------------------------------|----------|-----------|
| LIQUID FROST                         | 5729365  | 04/16/19  |
| REDRUM (Stylized)                    | 5700769  | 03/19/19  |
| SUPREME FROST                        | 5662603  | 01/22/19  |
| REDRUM                               | 5545810  | 08/21/18  |
| UNICORN BLOOD                        | 5475685  | 05/22/18  |
| JJ and Design                        | 5470262  | 05/15/18  |
| JJ and Design                        | 5355272  | 12/12/17  |
| JJ JEFFREE STAR COSMETICS and Design | 5342211  | 11/21/17  |
| LIP AMMUNITION                       | 5300956  | 10/03/17  |
| BEAUTY KILLER                        | 5041859  | 09/13/16  |
| SKIN FROST                           | 5027783  | 08/23/16  |
| JEFFREE STAR COSMETICS               | 5008614  | 07/26/16  |

**Trademark Applications**

| Mark                  | Appl. No. | Filing Date |
|-----------------------|-----------|-------------|
| BLUE BLOOD            | 88379210  | 04/10/19    |
| RESTING BITCH FACE    | 88277490  | 01/25/19    |
| CONSPIRACY            | 88251089  | 01/06/19    |
| CONTROVERSY           | 88245278  | 12/29/18    |
| BLOOD SUGAR           | 88245273  | 12/29/18    |
| Design Only           | 88164823  | 10/22/18    |
| Design Only           | 88150445  | 10/10/18    |
| Design Only           | 88144890  | 10/05/18    |
| JEFFREE STAR APPROVED | 88065170  | 08/03/18    |
| MAGIC STAR            | 88010432  | 06/21/18    |
| Design Only           | 87858443  | 04/01/18    |
| Design Only           | 87858438  | 04/01/18    |
| MANNEQUIN FOUNDATION  | 87803921  | 02/20/18    |
| SERVING FACE          | 87122841  | 08/01/16    |
| ANDROGYNY             | 86971393  | 04/11/16    |