

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM592825

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Retro Company Group LLC		08/10/2020	Limited Liability Company: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hatberg Brand Collective LLC		
<b>Street Address:</b>	PMB 155, 21301 S. Tamiami Trail Suite 320		
<b>City:</b>	Estero		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33928		
<b>Entity Type:</b>	Limited Liability Company: FLORIDA		
<b>PROPERTY NUMBERS Total: 15</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6008231	RETRO BEAUTY	
<b>Registration Number:</b>	5776152	RETRO CO.	
<b>Registration Number:</b>	5623498	FACE TODAY BEAUTIFULLY	
<b>Registration Number:</b>	5597150	SMASH LASH	
<b>Registration Number:</b>	5499224	R	
<b>Registration Number:</b>	5499223	R RETRO CO.	
<b>Registration Number:</b>	5499220	RETRO CO.	
<b>Registration Number:</b>	5428551	FAST FACIAL MASK	
<b>Registration Number:</b>	5422795	DON'T BE GELLY	
<b>Registration Number:</b>	5422794	NEVER GROW UP	
<b>Registration Number:</b>	5418402	HUSTLE THAT MUSCLE	
<b>Registration Number:</b>	5418401	SHAKE IT OFF	
<b>Registration Number:</b>	5418400	(LOVE EVERY DAY)	
<b>Registration Number:</b>	5417822	GET IT RIGHT. GET IT TIGHT.	
<b>Registration Number:</b>	5417819	KEEP IT CLEAN	
<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</i>			

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*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 4075660801  
**Email:** ldjesq@aol.com  
**Correspondent Name:** Larry D. Johnson  
**Address Line 1:** PO Box 470277  
**Address Line 4:** Celebration, FLORIDA 34747

<b>NAME OF SUBMITTER:</b>	Larry D. Johnson
<b>SIGNATURE:</b>	/Larry D. Johnson/
<b>DATE SIGNED:</b>	08/19/2020

**Total Attachments: 1**  
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ASSIGNMENT

Whereas, The Retro Company Group LLC, a Florida limited liability company, having its principal offices at 12801 Commonwealth Drive, Suite 8, Fort Myers FL 33913, hereinafter Assignor, has adopted, used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
RETRO BEAUTY	6,008,231	March 10, 2020
RETRO CO.	5,776,152	June 11, 2019
FACE TODAY BEAUTIFULLY	5,623,498	December 4, 2018
SMASH LASH	5,597,150	October 30, 2018
R (stylized)	5,499,224	June 19, 2018
R (stylized) RETRO CO.	5,499,223	June 19, 2018
RETRO CO.	5,499,220	June 19, 2018
FAST FACIAL MASK	5,428,551	March 20, 2018
DON'T BE GELLY	5,422,795	March 13, 2018
NEVER GROW UP	5,422,794	March 13, 2018
HUSTLE THAT MUSCLE	5,418,402	March 6, 2018
SHAKE IT OFF	5,418,401	March 6, 2018
(LOVE EVERY DAY)	5,418,400	March 6, 2018
GET IT RIGHT. GET IT TIGHT.	5,417,822	March 6, 2018
KEEP IT CLEAN	5,417,819	March 6, 2018

Whereas, HatBerg Brand Collective LLC, a Florida limited liability company, having an address of PMB 155, 21301 S. Tamiami Trail Suite 320, Estero, FL 33928, hereinafter Assignee, is desirous of acquiring rights in and to said trademarks,

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademarks and said registrations therefor, together with the goodwill of the business symbolized by said trademarks and the registrations thereof.

Date: Aug 10 2020

By   
Chaz Hatfield, Manager