

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM627112

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	09/29/2020

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SPACE BRANDS LIMITED		02/18/2021	Company: ENGLAND AND WALES

## RECEIVING PARTY DATA

<b>Name:</b>	FORMA BEAUTY BRANDS LLC
<b>Street Address:</b>	22 4th Street, Fourth Floor
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94103
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	4921962	CUPID'S BOW
Registration Number:	5326644	FAMOUS LAST WORDS
Registration Number:	5888365	LIBERATE YOUR LIPS
Registration Number:	3485497	LIPSTICK QUEEN
Registration Number:	3412555	LIPSTICK QUEEN
Registration Number:	5018047	MEGA STAR SAINT
Registration Number:	5018048	MEGA STAR SINNER
Registration Number:	5725069	PARALLEL UNIVERSE LIP FLASH
Registration Number:	5738196	REAR VIEW MIRROR
Registration Number:	5293058	SMOKEY LIP
Registration Number:	5569173	STARK RAVING MATTE

## CORRESPONDENCE DATA

Fax Number:

*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: 212-813-5900

Email: anicolescu@fzlz.com

Correspondent Name: Robert A. Becker

TRADEMARK

**Address Line 1:** Fross Zelnick Lehrman & Zissu, P.C.  
**Address Line 2:** 151 West 42nd Street, 17th Floor  
**Address Line 4:** New York, NEW YORK 10036

**ATTORNEY DOCKET NUMBER:** MPLL 2100851

**NAME OF SUBMITTER:** Anca Nicolescu

**SIGNATURE:** /ancanicolescu/

**DATE SIGNED:** 02/19/2021

**Total Attachments: 2**

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CONFIRMATORY ASSIGNMENT

WHEREAS, **SPACE BRANDS LIMITED**, a company organized and existing under the laws of England and Wales, with an address of 5<sup>th</sup> Floor Shropshire House, 11-20 Capper Street, London WC1E 6JA ("Assignor"), was the owner of the trademarks listed in the attached schedule registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademarks"):

WHEREAS, **FORMA BEAUTY BRANDS LLC**, a limited liability company organized and existing under the laws of Delaware, located and doing business at 22 4th Street, Fourth Floor, San Francisco, CA 94103 ("Assignee"), acquired said Trademarks and all associated goodwill in the Trademarks, effective as of **September 29, 2020**;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of **September 29, 2020**, of all right, title and interest in and to the Trademarks and the above-named registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Dated: 18 Feb 2021

**SPACE BRANDS LIMITED**

By: Paula Levitan

Name: PAULA LEVITAN

Title: SECRETARY &

AUTHORISED SIGNATORY

Mark	Reg. No.
ALTERED UNIVERSE	<u>5420478</u>
BLUE BY YOU	<u>5582773</u>
	<u>5126388</u>
Crown & LQ Logo	
CUPID'S BOW	<u>4921962</u>
DATING GAME	<u>5268623</u>
FAMOUS LAST WORDS	<u>5326644</u>
FEMME TOTALE	<u>5319335</u>
GIRLS WILL BE BOYS	<u>5478059</u>
HELLO SAILOR	<u>4464543</u>
ICE QUEEN	<u>4741358</u>
JUNGLE QUEEN	<u>4464544</u>
LIBERATE YOUR LIPS	<u>5888365</u>
LIPSTICK CHESS	<u>5126554</u>
LIPSTICK QUEEN	<u>4910734</u>
LIPSTICK QUEEN	<u>3485497</u>
LIPSTICK QUEEN	<u>3412555</u>
LIPSTICK QUEEN LIQUID LIPSTICK	<u>4590745</u>
MEGA STAR SAINT	<u>5018047</u>
MEGA STAR SINNER	<u>5018048</u>
MORNIN' SUNSHINE	<u>5089002</u>
NOTHING BUT THE NUDES	<u>5253173</u>
PARALLEL UNIVERSE LIP FLASH	<u>5725069</u>
REAR VIEW MIRROR	<u>5738196</u>
REIGN AND SHINE	<u>5552803</u>
SMOKEY LIP	<u>5293058</u>
STARK RAVING MATTE	<u>5569173</u>

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