

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI101700

<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>
Luca Mignini		03/06/2024	INDIVIDUAL: ITALY
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	GODDESS S.R.L.		
<b>Street Address:</b>	VIALE MONTE SANTO 1/3		
<b>City:</b>	MILANO		
<b>State/Country:</b>	ITALY		
<b>Postal Code:</b>	20124		
<b>Entity Type:</b>	Sociedad De Responsabilidad Limitada: ITALY		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97694780	TRUE GODDESS	
<b>Serial Number:</b>	97694836	XIMERA BEAUTY	
<b>Serial Number:</b>	97715983	LASH MACHINE	
<b>Serial Number:</b>	97716035	MONEY MANTRA	
<b>Serial Number:</b>	97718029	WILD DESIRE MASCARA	
<b>Serial Number:</b>	97718114	WILD DESIRE MASCARA	
<b>Serial Number:</b>	97718131	WILD DESIRE	
<b>Serial Number:</b>	97718228	SS SELESTIA BEAUTY	
<b>Serial Number:</b>	97731423	TOTEM LINER	
<b>Serial Number:</b>	97731426	LASH TOTEM	
<b>Serial Number:</b>	97920381	EXISTASIA	
<b>Serial Number:</b>	98186506	SELESTIA BEAUTY	
<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 using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(301)502-5298		
<b>Email:</b>	bruce@marguliestrademark.com		
<b>Correspondent Name:</b>	Bruce Margulies		
<b>Address Line 1:</b>	700 Market Street #218		

OP \$315.00.00 97694780

<b>Address Line 4:</b>	Chapel Hill, NORTH CAROLINA 27516
<b>ATTORNEY DOCKET NUMBER:</b>	CELE0001
<b>NAME OF SUBMITTER:</b>	BRUCE MARGULIES
<b>SIGNATURE:</b>	BRUCE MARGULIES
<b>DATE SIGNED:</b>	03/18/2024
<b>Total Attachments: 3</b> source=ExecutedAssignment_CELE#page1.tif source=ExecutedAssignment_CELE#page2.tif source=ExecutedAssignment_CELE#page3.tif	

**AGREEMENT ON THE ASSIGNMENT OF TRADEMARK APPLICATIONS**

**BETWEEN:**

**Luca Mignini**, Italian citizen (Individual), having his registered address at Via XX Settembre 1, Rome, ITALY I-00187 (fiscal code: MGNLCU62L04C745Q), represented by himself,

hereinafter referred to as **"the Assignor"**, on the one hand,

And

**GODDESS S.R.L.**, a società a responsabilità limitata (s.r.l.) company, having its registered office located at VIALE MONTE SANTO 1/3, MILANO, ITALY 20124, registered under the number 12776780962 represented by Luca Mignini acting as Sole Director, having full powers for the purposes hereof,

hereinafter referred to as **"the Assignee"**, on the other hand,

**WHEREAS:**

The Assignor is the owner of a series of trademark applications, filled in the territory of United States of America:

No	Trademark Application Number	Word Mark	Goods and Services
1	97694780	True Goddess	03
2	97694836	Ximera Beauty	03
3	97715983	Lash Machine	03
4	97716035	Money Mantra	03
5	97718029	WILD DESIRE MASCARA (leopard logo)	03
6	97718114	WILD DESIRE MASCARA (peacock logo)	03
7	97718131	WILD DESIRE	03
8	97718228	SS SELESTIA BEAUTY (logo)	03
9	97731423	Totem Liner	03
10	97731426	Lash Totem	03
11	97920381	EXISTASIA	03
12	98186506	SELESTIA BEAUTY	03

The Assignee wishes to acquire full and complete ownership rights of the Trademark Applications and the Assignor wishes to assign them to him.

**NOW IT IS THEREFOR AGREED AS FOLLOWS:**

**Article 1 – Purpose**

**1.1** The Assignor hereby assigns to the Assignee, who accepts, full and complete ownership of the rights, comprising all the property, right, title and interest in and to the Trademark Applications including all common law rights connected therein together with the registrations together with the goodwill of the business in connection with which the Trademark Applications are used and which is symbolized by the Trademark Applications; all income, royalties, and damages hereafter due or payable to Assignor with respect to the Trademark Applications, including without limitation, damages, and payments for past or future infringements and misappropriations of the Trademark Applications; and all rights to sue for past, present and future infringements or misappropriations of the Trademark Applications he owns, filled under the numbers:

Trademark Application Number	Word Mark	Goods and Services
97694780	True Goddess	03
97694836	Ximera Beauty	03
97715983	Lash Machine	03
97716035	Money Mantra	03
97718029	WILD DESIRE MASCARA (leopard logo)	03
97718114	WILD DESIRE MASCARA (peacock logo)	03
97718131	WILD DESIRE	03
97718228	SS SELESTIA BEAUTY (logo)	03
97731423	Totem Liner	03
97731426	Lash Totem	03
97920381	EXISTASIA	03
98186506	SELESTIA BEAUTY	03

in the territory of United States of America in relation to all goods and (or) services for which these Trademark Applications are filled. The Assignor hands over to the Assignee all documents regarding the Trademark Applications as soon as possible.

**1.2** The present assignment is granted and agreed without any other guarantee than the material existence of the Trademark Applications and those referred to in Article 2 below.

**Article 2 – Warranties**

The Assignor expressly states that:

- the Trademark Applications have not been the subjects of any pledge or guarantee of any kind;
- it has all the rights attached to the Trademark Applications, that Trademark Applications are not the subjects of any infringement litigation in progress, nor of any forfeiture action, and that it is free to assign Trademark Applications freely.

**Article 3 – Price**

The present assignment is granted and agreed to in consideration for good and valuable consideration, the receipt of which is acknowledged.

**Article 4 – Consequences of the assignment**

**4.1** As a result of the present assignment, the Assignee is subrogated to all of the Assignor's rights in the Trademark Applications with the goodwill in full, so that from the date of signature of the present agreement, the Assignee will have full ownership and possession of the Trademark Applications and will be able to dispose of them or use them at its discretion, maintain them in force or renounce to them.

**4.2** The Assignee shall pay, as of the date of signature of the present agreement, for the renewal fees regarding the Trademark Applications to the extent that it wishes to maintain them in force.

**4.3** This present assignment entitles the Assignee to proceed with all infringement proceedings in respect of all infringement prior or subsequent to the said assignment.

**Article 5 – Applicable law - Jurisdiction**

**5.1** The present agreement is subject to the laws of Italy.

5.2 Any dispute relating to its interpretation and/or its performance shall be submitted, failing settlement out of courts, to the competent court of the Assignor's registered office jurisdiction.

**Article 6 – Registration in the National Register of Trademarks**

Any costs incurred by the registration formalities of the present assignment shall be borne by the Assignee, who undertakes to do so.

**Article 7 – Power of attorney**

All powers are given to the holder of an original of the present agreement to register the said assignment with the **United States Patent and Trademark Office (USPTO)** or any other requirement that may be necessary with any administration or any other registration authority in accordance with the present agreement.

Rome,  
March 6, 2024  
In 3 (three) original copies

the Assignor	the Assignee
<p><b>Luca Mignini</b></p> <p>Via XX Settembre 1, Rome, ITALY I-00187</p> <p><i>Italian citizen (Individual)</i> <i>fiscal code: MGNLCU62L04C745Q</i></p> 	<p><b>GODDESS S.R.L.</b></p> <p>VIALE MONTE SANTO 1/3, MILANO, ITALY 20124</p> <p><i>a società a responsabilità limitata (s.r.l.)</i></p> <p><u>Sole Director</u> Luca Mignini</p> 