POWER OF ATTORNEY TO PROSECUTE TRADEMARK APPLICATIONS BEFORE THE USPTO

Owner/Applicant Name and Address:

PATTERN BEAUTY, LLC

222 N PACIFIC COAST HIGHWAY, 10TH FLOOR

EL SEGUNDO, CALIFORNIA UNITED STATES 90245

The Owner/Applicant hereby revokes all previous powers of attorney given in the applications identified on the attached sheet.

I hereby appoint:

[**X**] Aaron Perez-Daple; AND

[ ] The Practitioner(s) listed hereinbelow:

as attorney(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with the applications identified hereinabove, or being filed concurrently herewith.

Please recognize or change the **correspondence address** for the applications identified hereinabove to:

[**X**] **XSENSUS, LLP**

200 Daingerfield Road, Suite 201, Alexandria, VA, 22314; OR

[ ] The address of _____.

The Owner/Applicant hereby further authorizes the USPTO to correspond with the appointed practitioner(s) as noted above via email at the following email address(es):

xsensuspat@xsensus.com	sandy.miles@xsensus.com
faith.baggett@xsensus.com	

SIGNATURE of Owner/Applicant
The individual whose signature and title is supplied below is authorized to act on behalf of the Owner/Applicant.

Signature: _____   Date: March 19_____, 20 21___

Name: Paul James Brice

Title: Manager

XSENSUS, LLP
200 Daingerfield Road, Suite 201
Alexandria, VA 22314
Voice: (571) 376-6333
Fax: (571) 376-6334

PATTERN BEAUTY, LLC – PENDING

Trademark	Serial No.	Application Date	Registration No.	Registration Date
PATTERN	88187160	Nov. 08, 2018		
PATTERN	88187166	Nov. 08, 2018		
PATTERN	88187169	Nov. 08, 2018		
PATTERN	88187172	Nov. 08, 2018		
PATTERN	88187182	Nov. 08, 2018		

PATTERN BEAUTY, LLC – REGISTERED

Trademark	Serial No.	Application Date	Registration No.	Registration Date
PATTERN	88977997	Nov. 08, 2018	6098025	Jul. 07, 2020
PATTERN	88187178	Nov. 08, 2018	5957107	Jan. 07, 2020