

March 25, 2019

e-mail: gberman@dsi.biz

To the Creditors of:

BeautyKind Holdings, Inc.,
a Delaware corporation,
14131 Midway Road, Suite 645
Addison, Texas 75001

BeautyKind Gives, LLC
a Delaware limited liability company
14131 Midway Road, Suite 645
Addison, Texas 75001

BeautyKind Unites, LLC
a Texas limited liability company
14131 Midway Road, Suite 645
Addison, Texas 75001

RE: NOTICE OF COMMENCEMENT OF GENERAL
ASSIGNMENT FOR THE BENEFIT OF CREDITORS

Dear Sir or Madam:

Please be advised that the above-referenced companies (“BeautyKind” or “Companies”) executed a general assignment for the benefit of creditors (the “Assignment”) in favor of DSI Assignments, LLC, (the “Assignee”) in accordance with the applicable provisions of Delaware law governing General Assignments for the Benefit of Creditors, *10 Del. C. §7381 et. seq.* The petition commencing the Assignment was filed with the Court of Chancery on March 13, 2019. A copy of the petition and General Assignment for the benefit of creditors are attached for your information.

BeautyKind Holdings, Inc. was an online seller of prestige beauty brands, with sales processed by a third party fulfillment center. BeautyKind, LLC was merged with BeautyKind Gives, LLC in April 2016, with BeautyKind Gives, LLC being the resulting entity. BeautyKind Gives was the entity created to provide charities of the consumers’ choice with a portion of profits from the cosmetics products. BeautyKind Unites, LLC was established as the sponsor of what was to be an inaugural concert to raise funds for the American Heart Association and other charities of the ticket purchasers’ choice. The concert was held at AT&T Stadium in Irving, TX.

The general assignment was filed under Delaware law to address the fact that the Companies were formed under Delaware and Texas law and to avoid use of multiple states’ laws governing general assignments. Assignments in Delaware are court supervised and therefore any significant

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developments, including potential sales of assets, will be after review and approval of motions for such sales.

The Assignee has been advised that BeautyKind Gives, LLC has a creditor with a lien against all of its assets. Additionally, the Assignee is aware of litigation against BeautyKind Unites, LLC related to a loan to that entity to help fund the concert. The liens being asserted against both entities will be reviewed by counsel retained by the Assignee, the firm of Polsinelli PC.

Attached to this notice is an Affidavit of Claim form that must be completed and returned to the Assignee, at its Chicago, IL office (the address is on the form) no later than **June 5, 2019** along with any documents supporting your claim. Creditors who fail to file their Affidavit of Claim by June 5, 2019 may not be entitled to share in any distribution on account of unsecured claims arising out of the liquidation of the Companies' assets to the extent there is any value beyond the secured creditor's claims. The filing of an Affidavit of Claim does not guaranty that there will in fact be a recovery for unsecured creditors.

Please feel free to contact Steve Victor (svictor@DSIConsulting.com), Mark Iammartino (miammartino@DSIConsulting.com) or the undersigned (gberman@DSIConsulting.com); or by telephone at (312) 263-4141 if you have any questions regarding the Assignment.

Very truly yours,

DSI Assignments, LLC, solely in its capacity as Assignee
for the benefit of creditors of BeautyKind Holdings, Inc.,
BeautyKind Gives, LLC and BeautyKind Unites, LLC



By

Geoffrey L. Berman, Senior Managing Director
Development Specialists, Inc., the sole and managing member

Enclosure (Proof of Claim)