

09-27-1999

U.S. Department of Commerce  
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**TRADEMARK**



101155117

09-15-1999

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Document ID #
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**Conveyance Type**

- ☒ **Assignment** ☐ **License**
- ☐ **Security Agreement** ☐ **Nunc Pro Tunc Assignment**  
Effective Date  
Month Day Year
- ☐ **Merger**
- ☐ **Change of Name**
- ☐ **Other**

**Conveying Party**

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Execution Date  
Month Day Year

Name Meredith Corporation, 1716 Locust St., Des Moines, IA 08/26/99  
50309

Formerly

- ☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☒ **Corporation** ☐ **Association**
- ☐ **Other**
- ☐ **Citizenship/State of Incorporation/Organization** Iowa

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name Mary Kay Inc.

DBA/AKA/TA

Composed of

Address (line 1) 16251 Dallas Parkway

Address (line 2) Post Office Box 799045

Address (line 3) Dallas Texas/USA 75379-9045  
City State/Country Zip Code

- ☐ **Individual** ☐ **General Partnership** ☐ **Limited Partnership** ☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- ☒ **Corporation** ☐ **Association**
- ☐ **Other**
- ☐ **Citizenship/State of Incorporation/Organization** Delaware

09/24/1999 DNGUYEN 00000109 131965 2269450

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**TRADEMARK**  
REEL: 001964 FRAME: 0432

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

N/A

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

972-687-5770

Name

Nathan P. Moore

Address (line 1)

16251 Dallas Parkway

Address (line 2)

Post Office Box 799045

Address (line 3)

Dallas, Texas 75379-9045

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

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1

**Trademark Application Number(s) or Registration Number(s)**

☐

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)


Registration Number(s)

2269450


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#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

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40.00

Method of Payment:

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Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

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13-1965

Authorization to charge additional fees:

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No

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**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Mary Kay Inc. by Nathan P. Moore

Name of Person Signing

Director

Signature

9/15/97

Date Signed

## DECLARATION OF ASSIGNMENT

WHEREAS, MEREDITH CORPORATION, 1716 Locust Street, Des Moines, IA 50309-3023 (hereinafter referred to as "Assignor"), has adopted, used, is using and is the owner of the Trademark, WOMEN AND SUCCESS, for "Publications, namely a magazine featuring articles of interest to women," now registered in the United States Patent and Trademark Office under United States Registration No. 2,269,450 and wishes to transfer and assign said mark to Mary Kay Inc.

WHEREAS, MARY KAY INC., 16251 Dallas Parkway, P. O. Box 799045, Dallas, TX 75379-9045 (hereinafter referred to as "Assignee"), a corporation under the laws of the State of Delaware, wishes to acquire United States Registration No. 2,269,450.

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, Assignor, by an officer authorized to execute such assignment, hereby gives and assigns its entire right, title and interest in and to the Trademark, WOMEN AND SUCCESS, registered under United States Registration No. 2,269,450 together with all of the goodwill of the business symbolized by said Trademark and registration thereof.

Signed and effective this 26th day of August, 1999.

MEREDITH CORPORATION

By:   
John S. Zieser

Title: Vice President-General Counsel and Secretary

The foregoing instrument was acknowledged before me this 26th day of August, 1999.

 Notary Public

