

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Acquisition LLC		05/30/2000	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Gloss.com LLC		
Street Address:	1550 Bryant Street		
Internal Address:	Suite 575		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94103		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2553752	GLOSS.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)572-6743		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	uspto@estee.com		
Correspondent Name:	Donna Ruggiero		
Address Line 1:	767 Fifth Avenue		
Address Line 2:	42 Floor		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	GLOSS/ASSIGNMENT		
NAME OF SUBMITTER:	Donna Ruggiero		
Signature:	/donna ruggiero/		

CH \$40.00 2553752

Date:

02/02/2007

Total Attachments: 2

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State of Delaware
Office of the Secretary of State

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I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BLUE ACQUISITION LLC", CHANGING ITS NAME FROM "BLUE ACQUISITION LLC" TO "GLOSS.COM LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF MAY, A.D. 2000, AT 9 O'CLOCK A.M.



Handwritten signature of Edward J. Freel in cursive script.

Edward J. Freel, Secretary of State

3208654 8100

001272943

AUTHENTICATION: 0468322

DATE: 05-31-00

TRADEMARK
REEL: 003474 FRAME: 0594

Certificate of Amendment to Certificate of Formation

of

Blue Acquisition LLC


It is hereby certified that:

1. The name of the limited liability company (hereinafter called the "limited liability company") is Blue Acquisition LLC.

2. The certificate of formation of the limited liability company is hereby amended by striking out Article 1 thereof and by substituting in lieu of said Article the following new Article:

"1. The name of the limited liability company is gloss.com LLC."

Executed on May 22, 2000



Paul E. Konney, Manager