

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Nars Cosmetics, Inc.		07/01/2008	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Shiseido Americas Corporation
<b>Street Address:</b>	178 Bauer Drive
<b>City:</b>	Oakland
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	07436
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	2161312	BELLE DE JOUR
Registration Number:	2129982	JUNGLE RED
Registration Number:	2496489	MAKEUP YOUR MIND
Registration Number:	2250695	NARS
Registration Number:	2813231	NARS
Registration Number:	2128347	THE MULTIPLE
Registration Number:	2675564	NARS SKIN
Serial Number:	77488270	LARGER THAN LIFE

**CORRESPONDENCE DATA**

Fax Number: (203)656-7887  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 2036567850  
 Email: Idemichael@siclegal.com  
 Correspondent Name: Leigh M. DeMichael  
 Address Line 1: 100 Tokeneke Road

**CH \$215.00 2161312**

Address Line 2: Legal Department  
Address Line 4: Darien, CONNECTICUT 06820

NAME OF SUBMITTER:	JOSEPH J. LUCCHESI
Signature:	/joseph j. lucchesi/
Date:	07/11/2008

Total Attachments: 3  
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ASSIGNMENT

WHEREAS, Nars Cosmetics, Inc., a corporation organized and existing under the laws of Delaware, (formerly having a principal place of business and mailing address at 580 Broadway, Suite 901, New York, NY 10012), and presently having a principal place of business and mailing address at 900 3<sup>rd</sup> Avenue, 17<sup>th</sup> Floor, New York, NY 10022 (hereinafter referred to as "ASSIGNOR", is the sole and exclusive owner of all right, title and interest in and to the trademarks on the attached Schedule A and Schedule B (Trademarks"); and

WHEREAS, Shiseido Americas Corporation, a corporation organized and existing under the laws of the State of Delaware, having a principal place of business and mailing address at 178 Bauer Drive, Oakland, New Jersey 07436 (hereinafter referred to as "ASSIGNEE") is desirous of acquiring the title, rights, benefits and privileges to the Trademarks;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE the entire right, title and interest in and to the Trademarks, together with all good will of the business arising from the use of and symbolized by the Trademarks.

In Testimony Whereof, ASSIGNOR has signed its name below, by its duly authorized legal representative this 1st day of July 2008.

By: \_\_\_\_\_  
  
Louis Desazars  
Chief Executive Officer

STATE OF CONNECTICUT     )  
  )ss. Darien  
COUNTY OF FAIRFIELD     )

On this 1st day of July 2008, before me appeared Leigh DeMichael, to me known and known to me to be the person described in and who executed the foregoing instrument and he acknowledged the same to be his free act and deed.

  
Notary Public

**Leigh M. DeMichael**  
**Notary Public**  
**My Commission Expires July 31, 2010**  
**TRADEMARK**  
**REEL: 003814 FRAME: 0515**

**Schedule A****NARS COSMETICS, INC.  
U.S. TRADEMARK REGISTRATIONS**

<b>TRADEMARK</b>	<b>APPLICATION NUMBER</b>	<b>APPLICATION DATE</b>	<b>REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>
Belle de Jour	75144898	8/5/1996	2161312	6/2/1998
Jungle Red	75144897	8/5/1996	2129982	1/20/1998
Makeup Your Mind	75300564	5/30/1997	2496489	10/9/2001
Nars	75000328	10/2/1995	2250695	6/8/1999
Nars	75332834	7/30/1997	2813231	2/10/2004
The Multiple	75144899	8/5/1996	2128347	1/13/1998
Nars Skin	76256917	5/14/2001	2675564	1/14/2003

**Schedule B**

**NARS COSMETICS, INC.  
U.S. TRADEMARK APPLICATIONS**

<b>TRADEMARK</b>	<b>APPLICATION NUMBER</b>	<b>APPLICATION DATE</b>
Larger Than Life	77488270	6/2/2008