

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gloss.com LLC		04/24/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ELC Online Inc.		
Street Address:	767 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10153		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2553752	GLOSS.COM	
CORRESPONDENCE DATA			
Fax Number:	2122772355		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 277-2323		
Email:	uspto@estee.com		
Correspondent Name:	The Estee Lauder Companies Inc.		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	GLOSS.COM ASSIGNMENT		
NAME OF SUBMITTER:	Donna M. Ruggiero		
Signature:	/DMR/		
Date:	05/02/2012		

CH \$40.00 2553752

Total Attachments: 4

source=Signed US Assignment#page1.tif

source=Signed US Assignment#page2.tif

source=Signed US Assignment#page3.tif

source=Signed US Assignment#page4.tif

INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT is effective as and from the 24th day of April, 2012, by and between Gloss.com LLC, a Delaware company (“Assignor”) and ELC Online Inc., a Delaware corporation (“Assignee”).

WHEREAS, Assignor is the owner of those trademarks and service marks identified on Exhibit 1 attached hereto and incorporated herein, which are registered in the United States Patent and Trademark Office and all registrations therefor (“Registered Domestic Marks”);

WHEREAS, Assignor is the owner of those trademarks and service marks identified on Exhibit 2, attached hereto and incorporated herein, for which applications in the United States Patent and Trademark Office are pending, and all applications therefor and registrations that may issue (the “Pending Domestic Marks”);

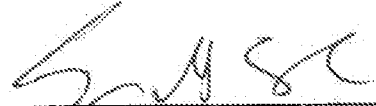
WHEREAS the Registered Domestic Marks and Pending Domestic Marks shall hereinafter collectively be referred to as the “Intellectual Property”;

WHEREAS, pursuant to terms of this Agreement, Assignor has agreed to assign and transfer all of the Intellectual Property owned by of Assignor to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns all of Assignor’s right, title and interest in the United States in and to the Intellectual Property, any application or registration which has been filed or may be issued with respect thereto, and all goodwill symbolized thereby and associated therewith.

In witness whereof, the Assignor has hereunto executed this instrument this 24th day of April, 2012.

GLOSS.COM LLC

By: 
Name: Spencer G. Smul
Title: Assistant Secretary

Notary

STATE OF NEW YORK)
) SS.:
COUNTY OF NEW YORK)

I, REBECCA ZAPATA, a Notary Public in and for the State of New York, certify that on the 24th of APRIL, 2012, before me personally appeared SPENCER G. SMUL, to me known and known to me to be the individual described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the purposes set forth therein.


Notary Public
My Commission Expires:

REBECCA ZAPATA
Notary Public State of New York
No. 01ZA6074267
Qualified in Westchester County
Certificate Filed in New York County
Comm. Exp. October 20, 2014

EXHIBIT 1

Registered Domestic Marks

TRADEMARK

REGISTRATION NO.

GLOSS.COM	2553752
-----------	---------

EXHIBIT 2
Pending Domestic Marks

TRADEMARK

SERIAL NO.

GLOSS.COM	85/527490
-----------	-----------