

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											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Cocoa Lilly Corporation</td> <td></td> <td>09/26/2012</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Cocoa Lilly Corporation		09/26/2012	CORPORATION: CALIFORNIA
Name	Formerly	Execution Date	Entity Type								
Cocoa Lilly Corporation		09/26/2012	CORPORATION: CALIFORNIA								
RECEIVING PARTY DATA											
Name:	Too Faced Cosmetics										
Street Address:	17361 Armstrong Avenue										
City:	Irvine										
State/Country:	CALIFORNIA										
Postal Code:	92614										
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85729763</td> <td>TOO FACED</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Serial Number:	85729763	TOO FACED		
Property Type	Number	Word Mark									
Serial Number:	85729763	TOO FACED									
CORRESPONDENCE DATA											
Fax Number:	9496220024										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Phone:	949.622.0020										
Email:	uspto@goodmanmooney.com										
Correspondent Name:	Amanda J. Mooney										
Address Line 1:	8001 Irvine Center Drive										
Address Line 2:	Suite 1170										
Address Line 4:	Irvine, CALIFORNIA 92618										
ATTORNEY DOCKET NUMBER:	TOO01-100										
NAME OF SUBMITTER:	Amanda J. Mooney										
Signature:	/Amanda Mooney/										
Date:	09/27/2012										
Total Attachments: 1 source=Assignment Transfer Too Faced TM (Class 16) signed 9-27-12#page1.tif											

OP \$40.00 85729763

**ASSIGNMENT AND TRANSFER
TOO FACED TRADEMARK (CLASS 16)**

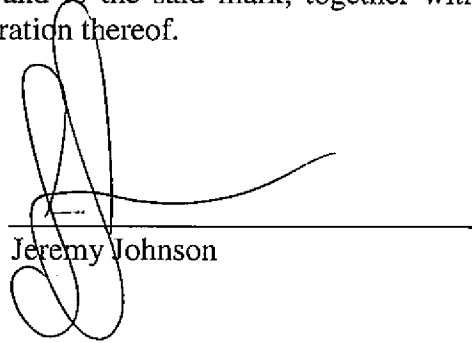
WHEREAS, Cocoa Lilly Corporation has adopted, used, and is using the mark TOO FACED in Class 16 as applied for with the United States Patent and Trademark Office, U.S. Application No. 85,729,763;

WHEREAS, Too Faced Cosmetics, LLC, a limited liability company legally organized under the laws of California, is desirous of acquiring said mark and the application therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Cocoa Lilly Corporation does hereby assign unto Too Faced Cosmetics, LLC all right, title and interest in and to the said mark, together with the goodwill symbolized by the mark, and the registration thereof.

By: _____

Jeremy Johnson

A handwritten signature in black ink, appearing to read 'Jeremy Johnson', is written over a horizontal line. The signature is stylized and loops back to the start.