

## 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
Coty US LLC		12/05/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	philosophy, Inc.		
Street Address:	3809 East Watkins		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85034		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85593191	HOPE SPRINGS ETERNAL	
Serial Number:	85593183	HOPE IN A STICK	
Serial Number:	85630288	COLOR MY DAY	
Serial Number:	85629615	COLOR DAY	
CORRESPONDENCE DATA			
Fax Number:	2124794375		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212479-4515		
Email:	trademarks@cotyinc.com		
Correspondent Name:	Elisheva Jasie		
Address Line 1:	2 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	PHILOSOPHY		

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NAME OF SUBMITTER:	Elisheva Jasie
Signature:	/e/
Date:	12/06/2012
Total Attachments: 2 source=philosophy Coty assignment#page1.tif source=philosophy Coty assignment#page2.tif	

## ASSIGNMENT

WHEREAS, Coty US, LLC, a Delaware Limited Liability Company, with its principal place of business located at 2 Park Avenue, New York, New York 10016 ("ASSIGNOR") is the record owner of the US Trademark Applications annexed hereto as Schedule A (the "Trademarks"); and

WHEREAS, philosophy, Inc., an Arizona Corporation, with its principal place of business located at 3809 East Watkins Street, Phoenix, Arizona 85034, ("ASSIGNEE") is desirous of acquiring all rights, title and interest in and to the said Trademarks, the goodwill symbolized thereby and the business associated therewith, which business is ongoing and existing, and including the US applications for the Trademarks.


### NOW THEREFORE IT IS AGREED AS FOLLOWS

For and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys The Trademarks unto said Assignee, its successors and assigns, including, without limitation, the entire right, title and interest in and to the Trademarks, the goodwill symbolized thereby and the right to sue for past and present infringements and US applications therefor.

This agreement is effective December 5, 2012.

Assignor: Coty US, LLC

Assignee: philosophy, Inc.

  
Name: Joseph J. Conklin  
Title: Vice President &  
Assistant Secretary

  
Name: Elisheva Jasie  
Title: Assistant Secretary

SCHEDULE A

LIST OF TRADEMARKS

1. HOPE IN A STICK – Application No.: 85/593,191
2. HOPE SPRINGS ETERNAL – Application No.: 85/593,183
3. COLOR MY DAY – Application No.: 85/630, 288
4. COLOR DAY – Application No.: 85/629, 615