

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
Laura Geller Make-Up Studios, Ltd.		11/30/2012	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Laura Geller Brands, LLC
Street Address:	575 Lexington Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 33

Property Type	Number	Word Mark
Registration Number:	3706681	ANGLE EYES
Registration Number:	4013809	AT LONG LASH
Registration Number:	3168706	BALANCE -N- BRIGHTEN
Registration Number:	4063291	BARELY THERE
Registration Number:	2949238	BARELY THERE FOUNDATION
Registration Number:	3644589	BEAUTY INGENUITY
Registration Number:	2956320	BIG APPLE BEAUTY
Registration Number:	3520530	BLUSH -N- BRIGHTEN
Registration Number:	2989610	BRONZE -N- BRIGHTEN
Registration Number:	3245581	BUILDING BLOCKS OF BEAUTY
Registration Number:	3061201	CAULK
Registration Number:	3292114	CHEEK SWEEPS
Registration Number:	3143801	CREASE-LESS CONCEALER
Registration Number:	3366542	DOUBLE EYE APPEAL

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Registration Number:	3292139	ETHEREAL ROSE POWDER
Registration Number:	3528801	EYE RIMZ
Registration Number:	3628614	FULL FIGURED LASHES
Registration Number:	3222247	ILLUMINIZING COLOR WASH
Registration Number:	3794184	ING3 COMPLEX
Registration Number:	3527188	LAURA GELLER
Registration Number:	4019730	LAURA GELLER RECIPE FOR GORGEOUS
Registration Number:	3644608	LAURA GELLER BEAUTY INGENUITY
Registration Number:	3103856	LAURA GELLER MAKEUP
Registration Number:	3150060	LAURA GELLER MOISTURE COMPOUND
Registration Number:	3292100	LAURA GELLER TINT HINT
Registration Number:	3280658	OPTILUSION
Registration Number:	3961747	THE PERFECT PAIRING
Registration Number:	3942225	REAL DEAL REMEDY STICK
Registration Number:	3922808	RECIPE FOR GORGEOUS
Registration Number:	3965399	SHIMMER DOWN
Serial Number:	85375704	SKIN SELF DEFENSE
Registration Number:	3961699	WELCOME MATTE
Registration Number:	3424503	WONDER WAND

CORRESPONDENCE DATA

Fax Number: 2126294013
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Email: aboyajian@goetzfitz.com
 Correspondent Name: Aaron Boyajian, Esq.
 Address Line 1: One Penn Plaza - Suite 4401
 Address Line 4: New York, NEW YORK 10119

ATTORNEY DOCKET NUMBER: 43991.15644

NAME OF SUBMITTER: Aaron Boyajian

Signature: /aaron boyajian/

Date: 12/10/2012

Total Attachments: 3
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TRADEMARK

REEL: 004915 FRAME: 0529

ASSIGNMENT

This Assignment is made as of November 30, 2012 (the "Effective Date"), by and between Laura Geller Make-Up Studios, Ltd., a New York corporation with its principal offices located at 575 Lexington Avenue, New York, NY 10022 ("Assignor"), and Laura Geller Brands, LLC, a limited liability company, with its principal offices located at 575 Lexington Avenue, New York, NY 10022 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and service marks and the registrations and/or applications therefor that are listed on Exhibit A attached hereto (collectively, the "Marks"); and

WHEREAS, Assignor is desirous of assigning and Assignee is desirous of obtaining all right, title and interest in and to the Marks.

NOW THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed as of the date first above written.

ASSIGNOR:
LAURA GELLER MAKE-UP STUDIOS, LTD.

By: *Alyce Cucurullo*
Name: Alyce Cucurullo
Title: COO/CFO

State of New York

ss

County of New York

On this 30th day of November, 2012, before me appeared Alyce Cucurullo, COO/CFO, the person who signed this Instrument, who acknowledged that he/she signed it as a free act on behalf of the identified corporation or other juristic entity with authority to do so.

Mary C. Ostermann
NOTARY PUBLIC

MARY C. OSTERMANN
NOTARY PUBLIC, State of New York
No. 31-4987102
Qualified in New York County
Commission Expires October 7, 20 13

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TRADEMARK

REEL: 004915 FRAME: 0530

EXHIBIT A

LAURA GELLER MAKE-UP STUDIOS, LTD

Trademark Report by Mark

Printed: 11/27/2011

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Country: US
Status: ACTIVE
COUNTRY

	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
ANGLE EYES							
UNITED STATES AT LONG LASH	5-0063	10/3/2008	77/564,817	11/3/2009	3,706,861	REGISTERE	03
UNITED STATES BALANCE -N- BRIGHTEN	5-0079	8/28/2010	85/118,090	8/16/2011	4,013,809	REGISTERE	03
UNITED STATES BARELY THERE	5-0029	1/12/2008	78/780,061	11/7/2008	3,188,706	REGISTERE	03
UNITED STATES BARELY THERE FOUNDATION	5-0084	4/28/2011	85/307,019	11/29/2011	4,063,291	REGISTERE	03
UNITED STATES BEAUTY INGENUITY	5-0012	7/30/2003	76/535,835	8/10/2005	2,949,238	REGISTERE	03
UNITED STATES BIG APPLE BEAUTY	5-0048	3/27/2008	77/432,771	6/23/2009	3,644,589	REGISTERE	03
UNITED STATES BLUSH-N-BRIGHTEN	5-0018	6/22/2004	78/439,272	5/24/2006	2,956,320	REGISTERE	03
UNITED STATES BRONZE-N-BRIGHTEN	5-0051	4/28/2008	77/460,397	10/21/2008	3,520,530	REGISTERE	03
UNITED STATES BUILDING BLOCKS OF BEAUTY	5-0019	8/30/2004	78/443,508	8/30/2005	2,889,610	REGISTERE	003
UNITED STATES CAULK	5-0036	3/8/2008	78/831,883	5/22/2007	3,245,581	REGISTERE	03
UNITED STATES CHEEK SWEEPS	5-0017	6/22/2004	78/439,315	2/21/2006	3,081,201	REGISTERE	03
UNITED STATES CREASE-LESS CONCEALER	5-0036	3/6/2008	78/830,080	9/11/2007	3,292,114	REGISTERE	03
UNITED STATES DOUBLE EYE APPEAL	5-0033	2/15/2006	78/815,312	9/12/2006	3,143,801	REGISTERE	03
UNITED STATES ETHEREAL ROSE POWDER	5-0043	2/15/2007	77/107,944	1/8/2008	3,366,542	REGISTERE	03
UNITED STATES EYE RIMZ	5-0036	3/23/2008	78/844,479	9/11/2007	3,292,139	REGISTERE	03
UNITED STATES FULL FIGURED LASHES	5-0047	11/7/2007	77/323,224	11/4/2008	3,528,801	REGISTERE	03
UNITED STATES	5-0052	7/16/2008	77/522,102	5/26/2009	3,628,614	REGISTERE	03

COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES	
ILLUMINIZING COLOR WASH								
UNITED STATES	5-0040	4/4/2008	78/853,088	3/27/2007	3,222,247	REGISTERE	03	
ING3 COMPLEX								
UNITED STATES	5-0083	11/20/2008	77/818,344	5/25/2010	3,794,184	REGISTERE	03	
LAURA GELLER								
UNITED STATES	5-0050	4/1/2008	77/438,480	11/4/2008	3,527,188	REGISTERE	03	
LAURA GELLER RECIPE FOR GORGEOUS								
UNITED STATES	5-0048	12/22/2007	77/309,824	8/30/2011	4,019,730	REGISTERE	03	
LAURA GELLER BEAUTY INGENUITY (W/DESIGN)								
UNITED STATES	5-0049	4/1/2008	77/438,448	6/23/2009	3,644,808	REGISTERE	03	
LAURA GELLER MAKEUP (w/Red Lips)								
UNITED STATES	5-0028	8/27/2005	78/858,503	8/13/2006	3,103,858	REGISTERE	03	
LAURA GELLER MOISTURE COMPOUND								
UNITED STATES	5-0028	10/28/2005	78/742,219	9/28/2006	3,150,060	REGISTERE	03	
LAURA GELLER TINT HINT								
UNITED STATES	5-0034	2/22/2008	78/820,404	9/11/2007	3,292,100	REGISTERE	03	
OPTILUSION								
UNITED STATES	5-0027	8/3/2005	78/884,274	8/14/2007	3,280,658	REGISTERE	03	
REAL DEAL REMEDY STICK								
UNITED STATES	5-0077	8/4/2010	85/054,808	4/5/2011	3,942,225	REGISTERE	03	
RECIPE FOR GORGEOUS								
UNITED STATES	5-0078	7/6/2010	85/078,241	3/22/2011	3,922,808	REGISTERE	03	
SHIMMER DOWN								
UNITED STATES	5-0080	9/18/2010	85/130,757	5/24/2011	3,965,399	REGISTERE	03	
SKIN SELF DEFENSE								
UNITED STATES	5-0083	7/20/2011	85/375,704			PENDING	03	
THE PERFECT PAIRING								
UNITED STATES	5-0082	9/29/2010	85/140,571	5/17/2011	3,981,747	REGISTERE	03	
WELCOME MATTE								
UNITED STATES	5-0081	9/20/2010	85/133,117	6/17/2011	3,981,699	REGISTERE	03	
WONDER WAND								
UNITED STATES	5-0041	4/8/2008	78/855,313	5/6/2008	3,424,503	REGISTERE	03	
END OF REPORT							TOTAL ITEMS SELECTED =	33