

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
M Beauty Limited		12/18/2012	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	L'Oreal USA Creative, Inc.		
Street Address:	575 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4022422	BIG EYES	
CORRESPONDENCE DATA			
Fax Number:	2129845082		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-984-4177		
Email:	lgigliotti@us.loreal.com		
Correspondent Name:	Lisa M. Gigliotti		
Address Line 1:	575 Fifth Avenue, 34th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	MAY		
NAME OF SUBMITTER:	Lisa M. Gigliotti		
Signature:	/Lisa M. Gigliotti/		
Date:	01/15/2013		
Total Attachments: 2 source=BIG EYES#page1.tif source=BIG EYES#page2.tif			

CH \$40.00 4022422

TRADEMARK ASSIGNMENT

This assignment from M Beauty Limited., a United Kingdom company, with a place of business at 77 Beak Street, London W1F 9DB, England (“M Beauty”), to L’Oréal USA Creative, Inc., with a place of business at 575 Fifth Avenue, New York, New York 10017 (“Assignee”).

WHEREAS, M Beauty represents that it is the sole and exclusive owner of all rights, title and interest in and to the trademark BIG EYES, used on and in connection with mascara, and the goodwill associated therewith, all common law rights therein, and is the owner of United States Trademark Registration No. 4,022,422 for said mark for mascara (the “Mark”); and

WHEREAS, Assignee wishes to acquire from M Beauty, and M Beauty wishes to assign to Assignee, all of M Beauty’s rights, title and interest in and to the Mark, and the goodwill represented thereby.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by M Beauty, the parties intending to be legally bound, agree as follows:

1. M Beauty assigns absolutely and irrevocably to Assignee and its successors and assigns all of its rights, title and interest in and to the Mark, including all common law rights, the goodwill of the business symbolized by said Mark, United States Trademark Registration No. 4,022,422, and the right to commence an action and recover for past, present and future infringements of the Mark.
2. M Beauty represents and warrants that:
 - (a) No claim has been asserted against it that use of the Mark does or may violate the rights of any third person and, to the best of M Beauty’s knowledge, there are no claims that the Mark infringes the trademark rights of others in the United States;

- (b) Neither M Beauty nor any company with which it is affiliated has encumbered the Mark or made the Mark the subject of any liens, charges and encumbrances, other than the assignment created by this Trademark Assignment;
- (c) There are no outstanding or active license agreements, coexistence agreements or consent agreements entered into by M Beauty or any company with which it is affiliated with any third parties relating to the Mark and no assignment agreements relating to the Mark; and
- (d) M Beauty waives all present and future claims worldwide against the Assignee, its parent company, subsidiaries, affiliates, licensees, indemnitees, agents, successors and assigns regarding ownership and/or use of the Mark.

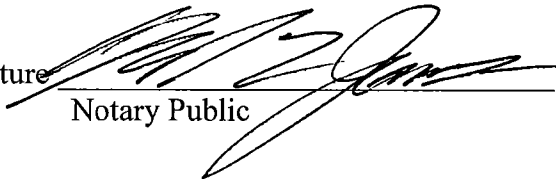
M BEAUTY LIMITED

Dated: ~~November~~, 2012
December 18

By: 
Name: Max Leykind
Title: Director

On December 18, 2012, before me, the undersigned notary public in and for said state, personally appeared Max Leykind, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is identified above and who executed the above Trademark Assignment and acknowledged to me that he signed the same.

WITNESS my hand and official seal.

Signature  (Seal)
Notary Public

