

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	DJF Enterprises		12/19/2012
			Entity Type
			CORPORATION: CALIFORNIA
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:	3349008	STUDIO FACE
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:	06/17/2013		
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## TRADEMARK ASSIGNMENT

This ASSIGNMENT from DJF Enterprises, a California corporation, with a place of business at 767 Fifth Avenue, New York, New York 10153 (hereinafter "DJF"), to L'Oreal USA Creative, Inc., a Delaware corporation, with a place of business at 575 Fifth Avenue, New York, New York 10017 ("L'Oreal USA"), entered into and effective as of December 19, 2012.

WHEREAS, DJF represents that it is the owner of all rights, title and interest in and to the trademark STUDIO FACE in the United States for cosmetics, including all common law rights, and the goodwill associated therewith, and is the sole and exclusive owner of United States Trademark Registration No. 3,349,008 for said mark for said goods (collectively, the "Mark"); and

WHEREAS, L'Oreal USA wishes to acquire from DJF and DJF wishes to assign to L'Oreal USA, all of DJF'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 is hereby acknowledged by DJF, the parties intending to be legally bound, agree as follows:

1. DJF assigns absolutely to L'Oreal USA 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. 3,349,008 and the right to recover for past, present and future infringements of the Mark.
2. DJF agrees that, upon reasonable request from L'Oreal USA, it will execute all documents necessary or desirable for further assuring the transfer of all rights, title and interest to the Mark to L'Oreal USA.
3. DJF represents and warrants that:

- (a) To its knowledge, no claim has been asserted against it that the use of the Mark does or may violate the rights of any third person and, to the best of DJF's knowledge, there are no claims that the Mark infringes the trademark rights of others in the United States;
- (b) Neither DJF nor any of its affiliates, parents or subsidiaries 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 DJF or any of its affiliates, parents or subsidiaries with any third parties relating to the Mark and no assignment agreements relating to the Mark; and
- (d) DJF has the unqualified right to make this assignment.

DJF ENTERPRISES

By: Lesley A. Movadian  
Name: Lesley A. Movadian  
Title: Vice President & Senior Trademark Counsel  
Date: January 9, 2013