

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 | Entity Type |
| L'Oreal USA, Inc. | | 12/17/2013 | CORPORATION: DELAWARE |
| 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 | |
| Serial Number: | 85874331 | NAKED2 URBAN DECAY | |
| 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: | UD | | |
| NAME OF SUBMITTER: | Lisa M. Gigliotti | | |
| Signature: | /Lisa M. Gigliotti/ | | |
| Date: | 12/17/2013 | | |
| Total Attachments: 1 source=NAKED2 URBAN DECAY#page1.tif | | | |

CH \$40.00 85874331

ASSIGNMENT

WHEREAS, L'Oreal USA, Inc. (hereinafter "Assignor"), a Delaware corporation, located at 575 Fifth Avenue, New York, New York 10017, represents that it is the owner of all right, title and interest in and to the trademark NAKED2 URBAN DECAY for coloring preparations for cosmetic purposes; cosmetic; makeup; makeup preparations (hereinafter the "Mark"), and the goodwill attached thereto, and is the owner of United States Trademark Application No. 85/874331.


WHEREAS, L'Oreal USA Creative, Inc. (hereinafter "Assignee"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said Mark, goodwill and application thereof;

NOW THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which are hereby acknowledged, Assignor hereby assigns unto Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by said Mark, and United States Trademark Application No. 85/874331.

IN TESTIMONY WHEREOF, L'Oreal has executed this Assignment by a duly authorized officer.

L'OREAL USA, INC.

DATE: December 17, 2013

By: 
Name: Lisa M. Gigliotti
Title: Vice President

GERTRUDE LUCY TAYLOR
NOTARY PUBLIC, STATE OF NEW YORK
Qualified in Queens County
Lic. #01TA6246206
My Commission Expires Aug. 8, 2015

Gertrude Lucy Taylor 12/17/13