

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM307793

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bacceb Limited		06/13/2014	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Cosmetic Warriors Limited		
Street Address:	29B High Street		
City:	Poole, Dorset BH15 1AB		
State/Country:	UNITED KINGDOM		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2922810	B NEVER TOO BUSY TO BE BEAUTIFUL	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	612-332-5300		
Email:	mmorris@merchantgould.com		
Correspondent Name:	John A. Clifford		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	16244.0013US01		
NAME OF SUBMITTER:	John A. Clifford		
SIGNATURE:	/John A. Clifford/		
DATE SIGNED:	06/17/2014		
Total Attachments: 3			
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OP \$40.00 2922810

TRADE MARK ASSIGNMENT

THIS AGREEMENT is made the 13th day of JUNE 2014

BETWEEN:

1. **Bacceb Limited**, of, 29 High Street, Poole, Dorset BH15 1AB, United Kingdom, a Company organised and existing under the laws of England and Wales (hereinafter referred to as the "Assignor");

AND

2. **Cosmetic Warriors Limited**, of, 29 High Street, Poole, Dorset BH15 1AB, United Kingdom, a Company organised and existing under the laws of England and Wales (hereinafter referred to as the "Assignee").

BACKGROUND

- A. The Assignor is the proprietor of the Trade Marks listed in the attached schedule, hereinafter referred to as the "Trade Marks".
- B. The Assignor has agreed to assign to the Assignee the Trade Marks on the terms and conditions hereinafter mentioned.

THE PARTIES AGREE AS FOLLOWS

In consideration of the sum of £1.00 (One Pound Sterling), now paid by the Assignee to the Assignor (the receipt of which the Assignor hereby acknowledges) the Assignor hereby assigns the Trade Marks to the Assignee, together with all rights, title and interest in the Trade Marks including all rights of action, powers and benefits to the same belonging or accrued, including the right to sue for past infringements and the goodwill associated with the use of the Trade Marks including the goodwill in the business of the original Registered Proprietor in the services in respect of which the Trade Marks are registered **TO HOLD** the same unto the Assignee absolutely.

IN WITNESS WHEREOF the parties have executed this Agreement with effect from the day and year first above written.

Executed for and on behalf of
Bacceb Limited, in accordance with
the laws of its incorporation

Signature:



Name:

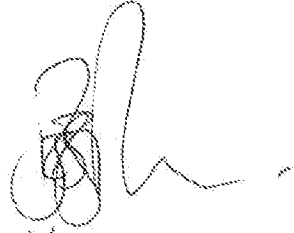
ALEX LEONORI

Title:

IP MANAGER.

Executed for and on behalf of
Cosmetic Warriors Limited in
accordance with the laws of its
incorporation

Signature:



Name:

KARL BYGRAVE

Title:

COMPANY SECRETARY.

SCHEDULE

Trade Mark	Registration No	Country	Classes	Status
B NEVER TOO BUSY TO BE BEAUTIFUL	964969	Australia	3, 35	Registered
B NEVER TOO BUSY TO BE BEAUTIFUL	TMA682571	Canada	n/a	Registered
B NEVER TOO BUSY TO BE BEAUTIFUL	003297231	CTM	3, 35	Registered
B NEVER TOO BUSY TO BE BEAUTIFUL	4821252	Japan	3	Registered
B NEVER TOO BUSY TO BE BEAUTIFUL	2331990	United Kingdom	3, 35	Registered
BREATH OF GOD	2449310	United Kingdom	3	Registered
DEAR JOHN	2371106	United Kingdom	3	Registered
INCENDLE	2394709	United Kingdom	4	Registered
B NEVER TOO BUSY TO BE BEAUTIFUL	2922810	United States of America	3, 35	Registered