

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328026

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bearty Beauty USA, Inc.		12/30/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	BBI Developer LLC		
Street Address:	41 Seventh Avenue South, Unit CU1		
City:	New York,		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3364077	FARAH	
CORRESPONDENCE DATA			
Fax Number:	2127558890		
<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:	(212)755-8880		
Email:	anniekao@wuandkao.com		
Correspondent Name:	Annie Kao, Esq. of Wu & Kao, PLLC		
Address Line 1:	747 Third Avenue, 22nd Floor		
Address Line 4:	New York,, NEW YORK 10017		
NAME OF SUBMITTER:	Annie Kao		
SIGNATURE:	/annie kao/		
DATE SIGNED:	01/06/2015		
Total Attachments: 2			
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OP \$40.00 3364077

TRADEMARK ASSIGNMENT OF REGISTRATION

THIS TRADEMARK ASSIGNMENT OF REGISTRATION (this "Assignment") is made this *30th* day of December, 2014 by BEAUTY BEAUTY USA, INC., a New York corporation, having an office at 41 Seventh Avenue South, Unit CU1, New York, New York 10014 (hereinafter referred to as the "Registrant") to BBI DEVELOPER LLC, a New York limited liability company, having an office at 41 Seventh Avenue South, Unit CU1, New York, New York 10014 (hereinafter referred to as the "Assignee").

WHEREAS, the Registrant has adopted, used and is using the following trademark (the "Mark"):

Registered Mark: FARAH
Registration No.: 3364077
Registration Date: January 8, 2008

WHEREAS, the Assignee is desirous of acquiring the Mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the Registrant does hereby assign unto the Assignee all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark and the above identified registration thereof, and the right to sue for and collect damages for past infringement.

IN WITNESS WHEREOF, the Registrant hereto has executed this Trademark Assignment of Registration as of the day and year first above written.

REGISTRANT:

BEAUTY BEAUTY USA, INC.

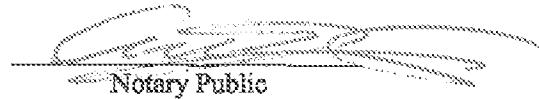
By:



CINDY CHEN, President

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On the ~~30th~~ day of December, in the year 2014, before me, the undersigned, the notary public in and for said State, personally appeared CINDY CHEN, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her capacity, and that by her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

Annis Y Kao
Notary Public of State of NY
#02KA4881043
Qualified in NY County
Commission Expires 12/1/2018