

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328030

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:	3514389	CAVIAR D.N.A.	
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: 4			
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OP \$40.00 3514389

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: CAVIAR D.N.A.

Registration No.: 3514389

Registration Date: October 7, 2008

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

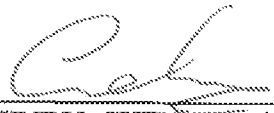
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the Registrant does hereby assign unto the Assignee all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark and the above identified registration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

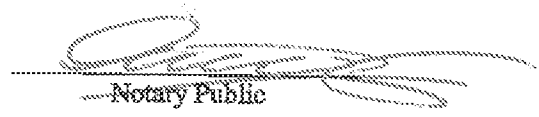
BEAUTY BEAUTY USA, INC.

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

Annie Y Kao
Notary Public of State of NY
#02KA4881043
Qualified in NY County
Commission Expires 12/1/2015



United States Patent and Trademark Office

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Word Mark CAVIAR D.N.A.
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Cosmetics, lotions, namely, body lotions, eye lotions and hair lotions, cleaning and other substances, namely, skin care preparations, skin cleansers, skin toners, Beauty gels and soaps, all of which contain caviar DNA extract in whole or in part. FIRST USE: 20060100. FIRST USE IN COMMERCE: 20060100
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Trademark Search Facility Classification Code LETTER-3-OR-MORE DNA Combination of three or more letters as part of the mark NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
Serial Number 76665247
Filing Date August 29, 2006
Current Basis 1A
Original Filing Basis 1A
Date Amended to Current Register July 30, 2007
Registration Number 3514389
Registration Date October 7, 2008
Owner (REGISTRANT) Beauty Beauty USA, Inc. CORPORATION NEW YORK 442 Broadway, 2nd Floor New York NEW YORK 10013
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CAVIAR D.N.A." APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark.
Type of Mark TRADEMARK
Register SUPPLEMENTAL
Live/Dead Indicator LIVE

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