

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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ETAS ID: TM328033

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bearty Beauty USA, Inc.		12/30/2014	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BBI Developer LLC		
<b>Street Address:</b>	41 Seventh Avenue South, Unit CU1		
<b>City:</b>	New York,		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4087068	BB BEAUTY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	(212)755-8880		
<b>Email:</b>	anniekao@wuandkao.com		
<b>Correspondent Name:</b>	Annie Kao, Esq. of Wu & Kao, PLLC		
<b>Address Line 1:</b>	747 Third Avenue, 22nd Floor		
<b>Address Line 4:</b>	New York,, NEW YORK 10017		
<b>NAME OF SUBMITTER:</b>	Annie Kao		
<b>SIGNATURE:</b>	/annie kao/		
<b>DATE SIGNED:</b>	01/06/2015		
<b>Total Attachments: 4</b>			
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OP \$40.00 4087068

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: BB BEAUTY  
Registration No.: 4087068  
Registration Date: January 17, 2012

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:

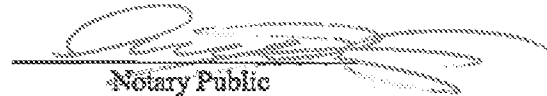
BEAUTY BEAUTY USA, INC.

By:

  
CINDY CHEN, President

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

On the ~~23~~ 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



United States Patent and Trademark Office

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# BB BEAUTY

**Word Mark** BB BEAUTY

**Goods and Services** IC 010. US 026 039 044. G & S: Anesthetic masks; Apparatus for cellulite treatment, reduction and elimination; Beauty and cosmetic sterilizing pouches; Body-fat monitors; Brushes for cleaning body cavities; Cosmetic apparatus, namely, light based devices providing mainly pulsed light for performing non-ablative aesthetic skin treatment procedures; Cosmetic apparatus, namely, soft plastic facial adhesive film for temporary wrinkle removal or reduction; Cytology brushes; Dermabraders; Electric foot spa massagers; Electric massage apparatus for household use; Electric massage appliances, namely, electric vibrating massager; Electrical weight loss body belt; Electrically-powered apparatus for treating skin by applying low level light and sonic vibrations to the skin; Electromedical rehabilitative and pain management products for clinical and home use, namely, electrical nerve and muscle stimulators, ultrasonic stimulators, magnet therapy stimulators and laser therapy stimulators; Electronic aesthetic skin treatment devices using light emitting diodes, namely, infrared, red, orange, yellow, green, and blue wavelengths for generating light rays; Electronic light therapy apparatus for the skin; Face masks for use by health care providers; Facial toning machines for cosmetic use; Gloves that block UV rays for skin health purposes; High frequency electromagnetic therapy apparatus; Lasers for the cosmetic treatment of the face and skin; Light emitting devices, namely, lamps and LED devices for treatment of a variety of skin conditions; Low frequency electric therapy apparatus; Low frequency electromagnetic therapy apparatus; Massage apparatus and instruments; Massage chairs; Massage chairs with built-in massage apparatus; Massagers in the nature of electromechanical massage mechanism for chairs; Massaging apparatus for personal use; Medical devices for nonsurgical cosmetic treatments. Phototherapeutic apparatus for medical purposes, namely, a LED (light-emitting diode) light source for medical and aesthetic skin treatments; Phototherapeutic apparatus for the treatment of jaundice; Sanitary masks for fungus isolation purposes; Sanitary masks for germ isolation purposes; Sanitization units for stethoscopes; Skin care analyzers and light therapy equipment, namely, a black-light blue lamp unit for use in identification of a variety of skin conditions; Ultrasonic therapy machines and apparatus; Vibrating apparatus used to stimulate muscles and increase strength and physical performance for health and medical purposes. FIRST USE: 19970105. FIRST USE IN COMMERCE:

19970105

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85324143

**Filing Date** May 18, 2011

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** November 1, 2011

**Registration Number** 4087068

**Registration Date** January 17, 2012

**Owner** (REGISTRANT) BEAUTY BEAUTY USA, INC. CORPORATION NEW YORK 442 BROADWAY, 2ND FLOOR NEW YORK NEW YORK 10013

**Attorney of Record** Dylan W. Chan, Esq.

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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