

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM338322

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Prescriptives Inc.		04/15/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bobbi Brown Professional Cosmetics Inc.		
Street Address:	767 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10153		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2189908	IMMEDIATE GLOW	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2122772322		
Email:	uspto@estee.com		
Correspondent Name:	Lesley A. Moradian		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	IMMEDIATEGLOW-TOBEBILLED		
NAME OF SUBMITTER:	Darlene Volk		
SIGNATURE:	/Darlene Volk/		
DATE SIGNED:	04/15/2015		
Total Attachments: 1			
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ASSIGNMENT OF REGISTERED TRADEMARK

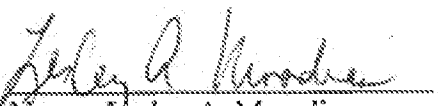
WHEREAS, Prescriptives Inc., a Delaware corporation, with its principal place of business at 767 Fifth Avenue, New York, NY 10153, (hereinafter "Assignor"), owner of US Trademark Registration No. 2189908 for the mark IMMEDIATE GLOW (the trademark and registration collectively shall be referred to as the "Trademark"); and

WHEREAS Bobbi Brown Professional Cosmetics Inc., a Delaware corporation, with its principal place of business at 767 Fifth Avenue, New York, NY 10153, (hereinafter "Assignee"), is desirous of acquiring all rights, title and interest in and to the said Trademark and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee and its successors and assigns all of Assignor's right, title and interest in the United States in and to the Intellectual Property and all goodwill symbolized thereby and associated therewith.

This agreement is effective as of April 15, 2015.

Prescriptives Inc.



Name: Lesley A. Moradian

Title: Vice President and Senior Trademark Counsel

On this 15th day of April, 2015, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.



Notary Public
My Commission Expires:

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995662 Qual. In Kings Co.
Certificate Filed in New York County
Commission Expires June 4, 2018