

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341280

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Edward Bess, Inc.		04/29/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	IT Cosmetics		
Street Address:	111 Town Square Place		
Internal Address:	Suite 317		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07310		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4271709	MY LIPS BUT BETTER	
CORRESPONDENCE DATA			
Fax Number:	2166216165		
<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:	2166211113		
Email:	gsteyer@rennerotto.com		
Correspondent Name:	Grant J. Steyer		
Address Line 1:	1621 Euclid Ave.		
Address Line 2:	19th Floor		
Address Line 4:	Cleveland, OHIO 44115		
ATTORNEY DOCKET NUMBER:	KERJG0168		
NAME OF SUBMITTER:	Grant J. Steyer		
SIGNATURE:	/Grant J. Steyer/		
DATE SIGNED:	05/14/2015		
Total Attachments: 1			
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OP \$40.00 4271709

Appendix B

Trademark Assignment

WHEREAS, *Edward Bess, Inc., New York* with it a principal place of business at *115 East 57th Street 10th Floor, New York, New York 10022* ("Assignor"), has adopted, owns and is using the Mark **MY LIPS BUT BETTER** ("the Mark") in connection with the following goods and/or services: *Cosmetics, namely, lipsticks, lip glosses, lip pencils, lip balms, lip stains; and*

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 4271709 registered on *January 8, 2013*; and

WHEREAS, *IT Cosmetics, a Limited Liability Company, Delaware*, with its principal place of business at *Suite 317, 111 Town Square Place, Jersey City, New Jersey 07310* ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the registration thereof, together with the goodwill of the business symbolized by the Mark and with the right to recover and have damages and profits for past infringement, if any.

EDWARD BESS INC.

[Name of Assignor]

By: [Signature]

Name: EDWARD BESS

Title: PRESIDENT

Dated effective as of: April 29, 2015

SUBSCRIBED and SWORN to before me this 29 of April, 2015.

[Signature]
Notary Public

MARSHA S. COYE
Notary Public, State of New York
No. 01CO6259974
Qualified in Kings County
Commission Expires April 16, 2016

My Commission Expires: 04/26/2016