

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM341762

<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>
Glamglow, Inc.		05/19/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GlamGlow LLC		
<b>Street Address:</b>	767 Fifth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10153		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 25</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85874334	GLAMGLOW	
<b>Serial Number:</b>	86194364	POWERMUD	
<b>Serial Number:</b>	86194376	POWEROIL	
<b>Serial Number:</b>	86194384	STAY SEXY	
<b>Serial Number:</b>	86288994		
<b>Serial Number:</b>	86289005		
<b>Serial Number:</b>	86302893	THIRSTYMUD	
<b>Serial Number:</b>	86302905	HELLO SEXY	
<b>Serial Number:</b>	86302915	GLAMTASTIC	
<b>Serial Number:</b>	85877346	SEXYMUD	
<b>Serial Number:</b>	86314533	LIGHTNINGMUD	
<b>Serial Number:</b>	86352721	SUPERCLEANSE	
<b>Serial Number:</b>	86352739	POWERCLEANSE	
<b>Serial Number:</b>	86352758	YOUTHCLEANSE	
<b>Serial Number:</b>	86352796	THIRSTYCLEANSE	
<b>Serial Number:</b>	86479349	FROZENCLEANSE	
<b>Serial Number:</b>	86479356	FLASHCLEANSE	
<b>Serial Number:</b>	86479340	FLASHMUD	
<b>Serial Number:</b>	86479313	FROZENMUD	

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Property Type	Number	Word Mark
Serial Number:	85928021	TANSEXY
Registration Number:	3900355	GLAMGLOW
Registration Number:	4367936	TEAOXI
Registration Number:	4430205	SUPERMUD
Registration Number:	4492256	YOUTHMUD
Registration Number:	4492257	BRIGHTMUD

**CORRESPONDENCE DATA**

Fax Number: 2122772355

*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.*

Phone: (212) 277-2321

Email: uspto@estee.com

Correspondent Name: Lesley A. Moradian

Address Line 1: 767 Fifth Avenue

Address Line 2: Trademark Department

Address Line 4: New York, NEW YORK 10153

<b>ATTORNEY DOCKET NUMBER:</b>	GLAM ASSIGNMENT
<b>NAME OF SUBMITTER:</b>	Lesley A. Moradian
<b>SIGNATURE:</b>	/lesley a. moradian/
<b>DATE SIGNED:</b>	05/19/2015

**Total Attachments: 5**

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**ASSIGNMENT OF TRADEMARK APPLICATIONS**

This Assignment effective as and from May 19, 2015, from Glamglow, Inc., a corporation organized and existing under the laws of the State of California, whose address is 7095 Hollywood Boulevard, #562, Hollywood, California 90028 (hereinafter the "ASSIGNOR"), to GlamGlow LLC, a limited liability company organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNEE"):

**WITNESSETH THAT**

WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark application nos. 85/874,334 for GLAMGLOW filed on March 12, 2013, 86/194,364 for POWERMUD filed on February 14, 2014, 86/194,376 for POWEROIL filed on February 14, 2014, 86/194,384 for STAY SEXY filed on February 14, 2014, 86/288,994 for "Star and lines packaging" filed on May 22, 2014, 86/289,005 for "star packaging container" filed on May 22, 2014, 86/302,893 for THIRSTYMUD filed on June 6, 2014, 86/302,905 for HELLO SEXY filed on June 6, 2014, 86/302,915 for GLAMTASTIC filed on June 6, 2014, 85/877,346 for SEXYMUD filed on March 15, 2013, 86/314,533 for LIGHTNINGMUD filed on June 19, 2014, 86/352,721 for SUPERCLEANSE filed on July 30, 2014, 86/352,739 for POWERCLEANSE filed on July 30, 2014, 86/352,758 for YOUTHCLEANSE filed on July 30, 2014, 86/352,796 for THIRSTYCLEANSE filed on July 30, 2014,

86/479,349 for FROZENCLEANSE filed on December 12, 2014, 86/479,356 for FLASHCLEANSE filed on December 12, 2014, 86/479,340 for FLASHMUD filed on December 12, 2014, 86,479,313 for FROZENMUD filed on December 12, 2014, and 85/928,021 for TANSEXY filed on May 9, 2013 and in and to the goodwill of the business relating thereto;


WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the said trademarks and applications identified above, together with the goodwill of the business appertaining to and symbolized by said trademarks and wishes also to acquire all right, title and interest in and to the said applications for said trademarks;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademarks and applications therefore, including without limitation, the applications identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 18<sup>th</sup> day of May, 2015.

Glanlow, Inc.

By:

  
Corey Reese  
Vice President, Corporate  
Counsel and Assistant  
Secretary

On this 11<sup>th</sup> day of May, 2015, before me personally appeared Corey Reese, to me known and known to me to be the individual described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the purposes set forth therein.

  
Notary Public  
My Commission Expires:

REBECCA ZAPATA  
Notary Public State of New York  
No. Q12A8074287  
Qualified in Westchester County  
Certificate Filed in New York County  
Comm. Exp. October 20, 2017

**ASSIGNMENT OF REGISTERED TRADEMARKS**

This Assignment effective as and from May 18, 2015, from Glamglow, Inc., a corporation organized and existing under the laws of the State of California, whose address is 7095 Hollywood Boulevard, #562, Hollywood, California 90028 (hereinafter the "ASSIGNOR"), to GlamGlow LLC, a limited liability company organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNEE"):

**WITNESSETH THAT**

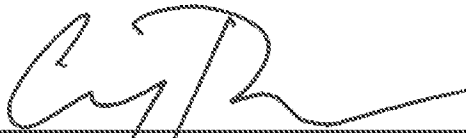
WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark registration nos. 3,900,355 for GLAMGLOW registered on January 4, 2011; 4,367,936 for TEAOXI registered on July 16, 2013; 4,430,205 for SUPERMUD registered on November 5, 2013; 4,492,256 for YOUTHMUD registered on March 4, 2014; and 4,492,257 for BRIGHTMUD registered on March 4, 2014 and in and to the goodwill of the business relating thereto;

WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the said trademarks and registrations identified above, together with the goodwill of the business appertaining to and symbolized by said trademarks and wishes also to acquire all right, title and interest in and to the said registrations for said trademarks;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademarks and registrations therefore, including without limitation, the registrations identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 18<sup>th</sup> day of May, 2015.

Glamglow, Inc.

By:   
Corey Reese  
Vice President, Corporate  
Counsel and Assistant  
Secretary

On this 18<sup>th</sup> day of May, 2015, before me personally appeared Corey Reese, to me known and known to me to be the individual described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the purposes set forth therein.

  
Notary Public  
My Commission Expires:

