

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM348002

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MALLYGIRL, LLC		06/10/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BEAUTY VISIONS, LLC		
Street Address:	950 Third Ave, 3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 44			
Property Type	Number	Word Mark	
Registration Number:	3113260	BELIEVABLE BRONZER	
Registration Number:	3328303	BROW BEAUTY	
Registration Number:	3161318	CITYCHICK	
Registration Number:	3628206	COUTURE COLOR CUSTOM BLUSH	
Registration Number:	3683502	DOUBLE DUTY	
Registration Number:	3624110	EVERCOLOR	
Registration Number:	4471796	EVERCOLOR	
Registration Number:	4526424	FACE DEFENDER	
Registration Number:	3219660	GET CHEEKY	
Registration Number:	3067200	GET THE LAST LASH	
Registration Number:	3595832	GO THE DISTANCE	
Registration Number:	3424538	HIGH SHINE LIQUID LIPSTICK	
Registration Number:	3800051	INSTANT ERASE QUICK CONCEALER	
Registration Number:	3320294	INSTANT EYES	
Registration Number:	3428733	LADY LUXE	
Registration Number:	3136325	LASH ILLUSION	
Registration Number:	3069845	LIFE, LOVE, AND A REALLY GREAT LIPGLOSS	
Registration Number:	3341882	LIFT, SHAPE & GLOW	
Registration Number:	3146027	LIGHT WAND	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	3337873	LIP FENCE
Registration Number:	4154596	LIP ILLUSION
Registration Number:	3628205	LIQUID LIGHT EYE BRIGHTENER
Registration Number:	3099460	MALLY
Registration Number:	3870730	MALLY
Registration Number:	4104454	MALLY
Registration Number:	3877149	MALLY BEAUTY
Registration Number:	4124283	MALLY BEAUTY
Registration Number:	3861539	MALLY PORELESS PERFECTION
Registration Number:	3628207	MALLY SHAPE & LIGHT
Registration Number:	3341992	MATTEWAND
Registration Number:	3538953	NEW NATURALS
Registration Number:	3072560	PAINT THE TOWN
Registration Number:	3424523	PERFECT PALETTE
Registration Number:	3873763	PERFECT PREP
Serial Number:	85927615	SKINDORPHIN
Registration Number:	4401474	PRO-TRICKS
Registration Number:	3388886	SHAPING SECRET
Registration Number:	3142666	SHIMMER, SHAPE, & GLOW
Registration Number:	3341843	SHINELINERS
Registration Number:	3321999	SMOOTHSKIN
Registration Number:	3861540	ULTIMATE PERFORMANCE PROFESSIONAL FOUNDA
Registration Number:	3078198	VISIBLE SKIN
Registration Number:	3286849	WORK2WORK IT
Registration Number:	3075260	XTRA HOLD

CORRESPONDENCE DATA

Fax Number: 3128032209

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: 2124074000

Email: nytrademark@loeb.com

Correspondent Name: Tamara F. Carmichael - LOEB & LOEB LLP

Address Line 1: 345 Park Avenue

Address Line 4: New York, NEW YORK 10154

ATTORNEY DOCKET NUMBER: 215043-10003 MALLY

NAME OF SUBMITTER: Tamara F. Carmichael

SIGNATURE: /Tamara F. Carmichael/

DATE SIGNED: 07/14/2015

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of June 10, 2015 by and between MALLYGIRL, LLC, a Delaware limited liability company ("Assignor") and BEAUTY VISIONS, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns all the right, title and interest in and to the trademarks shown in the attached schedule ("Exhibit A"), and any common law rights related to the trademarks listed in Exhibit A ("Trademarks"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark registrations listed in Exhibit A;

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark registrations listed in Exhibit A;

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark Registrations listed in Exhibit A.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark registrations listed in Exhibit A.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Trademarks and other corresponding rights in the Assignee and to assist Assignee in registering, enforcing, and defending the Trademarks.

Assignor hereby grants to Assignee the power of attorney and the power of attorney in fact to execute such documents as Assignee may find necessary or convenient to complete the transfer of ownership of the Trademarks and related rights. Assignor hereby consents to the recordation of this assignment with trademark offices and other governmental offices and entities throughout the world.

MALLYGIRL, LLC

By

Name: Melissa H. Konec

Title: President/CEO

EXHIBIT A

Trademark	Owner	Jurisdiction	Registration No.
Shimmer, Shape & Glow	Seller	US	3,142,666
Lash Illusion	Seller	US	3,136,325
Believable Bronzer	Seller	US	3,113,260
Visible Skin	Seller	US	3,078,198
Get the Last Lash	Seller	US	3,067,200
Citychick	Seller	US	3,161,318
Go the Distance	Seller	US	3,595,832
Mally Beauty	Seller	US	4,124,283
Paint the Town	Seller	US	3,072,560
Life, Love, and a Really Great Lipgloss	Seller	US	3,069,845
Xtra Hold	Seller	US	3,075,260
Light Wand	Seller	US	3,146,027
3 For All	Seller	US	3,149,938
Mally	Seller	US	3,099,460
Mally	Seller	European Community	005319942
Mally Beauty	Seller	Japan	959104
Evercolor	Seller	US	4,471,796
Double Duty	Seller	US	3,683,502
Brow Beauty	Seller	US	3,328,303
Mattewand	Seller	US	3,341,902
Work2Work It	Seller	US	3,286,849
Instant Eyes	Seller	US	3,320,294
Lady Luxe	Seller	US	3,428,733
Eyepopper	Seller	US	3,474,059
Shaping Secret	Seller	US	3,388,886
Evercolor	Seller	US	3,624,110
Mally Shape & Light	Seller	US	3,628,207
Couture Color Custom Blush	Seller	US	3,628,206
Liquid Light Eye Brightener	Seller	US	3,628,205
Lift, Shape & Glow	Seller	US	3,341,882
Smoothskin	Seller	US	3,321,999
Get Cheeky	Seller	US	3,219,660
New Naturals	Seller	US	3,538,953
Perfect Palette	Seller	US	3,424,523
Pro-Tricks	Seller	US	4,401,474
Ultimate Performance Professional	Seller	US	3,861,540

Trademark	Owner	Jurisdiction	Registration No.
Foundation			
Mally Poreless Perfection	Seller	US	3,861,539
Shineliners	Seller	US	3,341,843
Lip Fence	Seller	US	3,337,873
High Shine Liquid Lipstick	Seller	US	3,424,538
Mally	Seller	China	9991586
Mallygirl	Seller	China	9991580
Mallygirl	Seller	China	9991578
Mally Beauty	Seller	China	9991581
Mally	Seller	Japan	959103
Mally	Seller	China	9991579
Mally	Seller	Canada	TMA765999
Mally	Seller	US	4,104,454
Mally	Seller	US	3,870,730
Mally Beauty	Seller	US	3,877,149
Face Defender	Seller	US	Reg. 4526424
Instant Erase Quick Concealer	Seller	US	Reg. 3800051
Lip Illusion	Seller	US	Reg. 4154596
Mally	Seller	China	App. 9991584 Unpublished Application (Pending)
Mally	Seller	China	Reg. 9991585
Mally	Seller (spelled Malygirl LLC)	Philippines	App. 42013009071 Application (Pending)
Mally Beauty	xian gang na pa jia you xian gong si	China	Reg. 7429344
Mally Beauty	Seller	Community Trademark	Reg. 5319975
Mally Beauty	Seller	China	Reg. 9991582
Mallybeauty	Seller	China	App. 9991583 Unpublished Application (Pending)
Mallygirl	Seller	China	Reg. 9991579
Perfect Prep	Seller	US	Reg. 3873763
Skin Booster	Seller	US	App. 85927624 Published (Pending)
Skindorphin	Seller	US	App. 85927615

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