

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358146

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee's name on the coversheet and assignment document previously recorded on Reel 005516 Frame 0436. Assignor(s) hereby confirms the Assignment of the Entire Interest and 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, LLC		
Street Address:	111 Town Square		
Internal Address:	Suite 317		
City:	Jersey City		
State/Country:	NEW JERSEY		
Postal Code:	07310		
Entity Type:	LIMITED LIABILITY COMPANY: 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:	216-621-1113		
Email:	eorsine@rennerotto.com		
Correspondent Name:	Grant J. Steyer		
Address Line 1:	1621 Euclid Avenue		
Address Line 2:	19th Floor		
Address Line 4:	Cleveland, OHIO 44115		
ATTORNEY DOCKET NUMBER:	KERJT0287US		
NAME OF SUBMITTER:	Grant J. Steyer		
SIGNATURE:	/Grant J. Steyer/		
DATE SIGNED:	10/09/2015		
Total Attachments: 4			

OP \$40.00 4271709

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source=Original Assignment Cover Sheet#page1.tif

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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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

GJS

10/9/15
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]

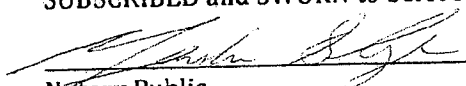
By: 

Name: EDWARD BESS

Title: PRESIDENT

Dated effective as of: April 29, 2015

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


Notary Public

My Commission Expires: 04/26/2016

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

DECLARATION FOR RECORDATION

Grant J. Steyer declares,

That I am the Attorney of Record for IT Cosmetics, LLC, a Limited Liability Company of Delaware, and is authorized to execute this document on behalf of IT Cosmetics, LLC.

That I have firsthand knowledge of the following facts and hereby declares the following facts to be true.

IT Cosmetics, LLC (hereinafter "Assignee"), a Limited Liability Company of Delaware, having a place of business at Suite 317, 111 Town Square Place, Jersey City, New Jersey 07310, was assigned all right, title and interest in and to the trademark MY LIPS BUT BETTER for which a U.S. Trademark Registration was granted on January 8, 2013 under Registration No. 4,271,709, by Edward Bess, Inc., New York, having a principal place of business at 115 east 57th Street 10th Floor, New York, New York ("Assignor"), who at that time had adopted and was the owner of said mark.

A Trademark Assignment for said mark was executed on April 23, 2015 between the Assignee and Assignor.

The executed Trademark Assignment for said mark inadvertently contained a typographical error in which the Assignee was named as IT Cosmetics instead of IT Cosmetics, LLC. Said typographical error occurred in good faith, was in no way a willful and wanton act.

The current and correctly named owner of said mark is IT Cosmetics, LLC, a Limited Liability Company of Delaware, having a place of business at Suite 317, 111 Town Square Place, Jersey City, New Jersey 07310.

It is respectfully requested that the records of the U.S. Trademark Office reflect the correct name of the current owner of said mark. The error was inadvertent and there was no intention to deceive or mislead the U.S. Trademark Office or the public.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true.

By Grant Steyer
Name: Grant J. Steyer
Title: Attorney of Record, Ohio Bar Member

Date 10/9/15