

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM379331

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Everbloom Beauty, Inc		01/20/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Shiseido Company, Limited		
Street Address:	7-5-5 Ginza, Chuo-Ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86183032	EVERBLOOM	
Serial Number:	86183008	EVERBLOOM BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	4158825400		
<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:	4158825300		
Email:	jbegler@nvlawllp.com		
Correspondent Name:	Jay Begler, c/o Niesar & Vestal LLP		
Address Line 1:	90 New Montgomery Street		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	EVERBLOOM		
NAME OF SUBMITTER:	Jay Begler		
SIGNATURE:	/Jay Begler/		
DATE SIGNED:	04/04/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, EVERBLOOM BEAUTY, INC., organized and existing under the laws of the State of California, and having a place of business at 71 Stevenson Street, Suite 400, San Francisco, California 94105, on the one hand ("Assignor"), is the owner of all right, title, and interest in and to U.S. Trademark Application Serial Nos. 86/183,032 and 86/183,008 for the marks EVERBLOOM and EVERBLOOM BEAUTY respectively, for Class 3 goods and the goodwill of the business symbolized thereby (the "Trademarks"); and

WHEREAS, SHISEIDO COMPANY, LIMITED, a Japanese corporation having a place of business at 7-5-5 Ginza, Chuo-ku, Tokyo, Japan 104-0061 ("Assignee"), has acquired all of Assignor's right, title and interest in and to the Trademarks, including without limitation the goodwill of the business symbolized by the Trademarks, and Assignor has agreed to assign the Trademarks to Assignee; and

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, sells, and transfers to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

Assignor agrees on behalf of itself, its directors, officers, employees, agents, successors, assigns, and legal representatives to execute any and all papers and instruments and to do any and all acts which may be necessary or requested by Assignee, in order to carry into full force and effect this assignment and transfer.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 20th day of January, 2016.

EVERBLOOM BEAUTY, INC.

By: 

Name: Paula Quintiliani

Title: President & Chief Executive Officer