

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM379446

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ISLAND BEACH INC.		04/04/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	BARE ESCENTUALS BEAUTY, INC.		
Street Address:	71 Stevenson Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3866672	BARE	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<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:	2127081870		
Email:	lbryer@ladas.com		
Correspondent Name:	Ladas & Parry LLP		
Address Line 1:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	NTMA161346:753		
NAME OF SUBMITTER:	Lanning G. Bryer		
SIGNATURE:	/LGB/		
DATE SIGNED:	04/05/2016		
Total Attachments: 3			
source=executed Assign from Island Beach Inc to Bare Escentuals Beauty Inc against TM No 3866672 for BARE in the USA #page1.tif			
source=executed Assign from Island Beach Inc to Bare Escentuals Beauty Inc against TM No 3866672 for BARE in the USA #page2.tif			
source=executed Assign from Island Beach Inc to Bare Escentuals Beauty Inc against TM No 3866672 for BARE in the USA #page3.tif			

CH \$40.00 3866672

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, ISLAND BEACH INC., a corporation organized under the laws of the State of New York, United States of America, located at 24 East Park Ave., Long Beach, New York 11561, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the following Trademark registered in the United States Patent and Trademark Office:

BARE

No. 3866672

AND WHEREAS, BARE ESSENTUALS BEAUTY, INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 71 Stevenson Street, San Francisco, California 94105, United States of America, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademark and registration thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 18th day of MARCH, 2016.

ISLAND BEACH INC.

By Elizabeth Eifeld
Elizabeth Eifeld
President

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 4 day of APRIL, 2016.

BARE ESSENTUALS BEAUTY, INC.

By Maria Chiclana
Maria Chiclana
SVP, General Counsel & Secretary

[See over for Notarial Acknowledgment]

TRADEMARK
REEL: 005765 FRAME: 0637

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
STATE OF *New York* | SS:
COUNTY OF *Nassau* |

On this *18th* day of *March*, 2016, before me personally appeared Elizabeth Einfeld, to me known, who, being by me duly sworn, did depose and say that she is the President of the corporation described in the foregoing instrument; that she executed said instrument on behalf of the said corporation; that she is authorized to execute an instrument of this nature by order of the Board of Directors of said corporation.

DEBORAH J. DeSIMONE
NOTARY PUBLIC, State of New York
No. 01DE6189552
Qualified in Nassau County
Commission Expires June 30, 2016

[Seal]

2016
[Signature]

[Signature]

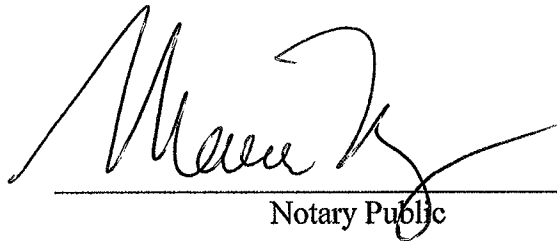
Notary Public

ASSIGNOR

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
STATE OF *New Jersey* | SS:
COUNTY OF *Bergen* |

On this *4th* day of *April*, 2016, before me personally appeared **Maria Chiclana**, to me known, who, being by me duly sworn, did depose and say that she is the **SVP, General Counsel & Secretary** of the corporation described in the foregoing instrument; that she executed said instrument on behalf of the said corporation; that she is authorized to execute an instrument of this nature by order of the Board of Directors of said corporation.



Notary Public

MAUREEN MURRAY
NOTARY PUBLIC
NEW JERSEY
MY COMMISSION EXPIRES: JULY 28, 2018

[Seal]