

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383464

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
J.A. Cosmetics US, Inc.		04/26/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	e.l.f. Cosmetics, Inc.		
Street Address:	10 West 33rd Street		
Internal Address:	Suite 802		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	86472795	FOR YOUR BEAUTIFUL LIFE	
Serial Number:	86480264	THE PARTY BEFORE THE PARTY	
Registration Number:	4595688		
Registration Number:	4600175	E.L.F. STUDIO	
Registration Number:	3181500	E·L·F· EYES·LIPS·FACE	
Registration Number:	3106703	E.L.F.	
Registration Number:	3764481	SUGAR KISS	
Registration Number:	4087106	E.L.F. EYES LIPS FACE	
Registration Number:	4878640	PLAY BEAUTIFULLY	
Serial Number:	86656868	E.L.F. EYES LIPS FACE	
Registration Number:	4889008	E.L.F.	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<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:	(212) 336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Max Vern		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		

CH \$290.00 86472795

TRADEMARK

Address Line 2: 90 Park Avenue
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER: 44171/230

NAME OF SUBMITTER: Max Vern

SIGNATURE: /Max Vern/

DATE SIGNED: 05/06/2016

Total Attachments: 3

source=J.A. Cosmetics US, Inc. - e.l.f. Cosmetics, Inc. - Certificate of Change of Name 04-26-2016#page1.tif

source=J.A. Cosmetics US, Inc. - e.l.f. Cosmetics, Inc. - Certificate of Change of Name 04-26-2016#page2.tif

source=J.A. Cosmetics US, Inc. - e.l.f. Cosmetics, Inc. - Certificate of Change of Name 04-26-2016#page3.tif

Delaware

The First State

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I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "J.A. COSMETICS US, INC.", CHANGING ITS NAME FROM "J.A. COSMETICS US, INC." TO "E.L.F. COSMETICS, INC.", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF APRIL, A.D. 2016, AT 11:45 O`CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.




Jeffrey W. Bullock, Secretary of State

4904999 8100
SR# 20162568114

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 202211208
Date: 04-26-16

TRADEMARK
REEL: 005787 FRAME: 0124

J.A. COSMETICS US, INC.

**CERTIFICATE OF AMENDMENT TO THE
SECOND AMENDED AND RESTATED CERTIFICATE OF INCORPORATION**

J.A. Cosmetics US, Inc. (the "**Company**"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "**DGCL**"), certifies that:

1. The name of the Company is J.A. Cosmetics US, Inc. The Company's original Certificate of Incorporation was filed with the Secretary of State of the State of Delaware on November 30, 2010.
2. The Company's Amended and Restated Certificate of Incorporation was filed with the Secretary of State of the State of Delaware on December 20, 2010.
3. The Company's Second Amended and Restated Certificate of Incorporation, filed with the Secretary of State of the State of Delaware on January 31, 2014 (the "**Restated Certificate**"), is hereby amended by replacing Article One thereof with the following new Article One:

**"ARTICLE ONE
NAME OF THE CORPORATION**

The name of the corporation is e.l.f. Cosmetics, Inc. (the "**Corporation**")."

4. All other provisions of the Restated Certificate shall remain in full force and effect.
5. This amendment has been duly adopted by the Board of Directors of the Company in accordance with the applicable provisions of Section 242 of the DGCL.

(Signature page follows)

