

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM399377

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	10/05/2015

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
L'Oreal USA Creative, Inc.		09/21/2016	Corporation: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Personalized Beauty Discovery, Inc.
<b>Street Address:</b>	11 N. Ellsworth Avenue
<b>City:</b>	San Mateo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94401
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Serial Number:	85816560	.EM MICHELLE PHAN
Serial Number:	85809415	.EM MICHELLE PHAN
Serial Number:	85744500	BEACH LIFE
Serial Number:	85734216	CAREER LIFE
Serial Number:	85755417	CHIAROSCURO
Serial Number:	85756505	COLOR FACETS
Serial Number:	85779437	DAY LIFE
Serial Number:	85916186	EM IS A REFLECTION OF ME
Serial Number:	86505482	EM MICHELLE PHAN
Serial Number:	85834011	EM MICHELLE PHAN
Serial Number:	85833996	EM MICHELLE PHAN
Serial Number:	85778181	LASH GALLERY
Serial Number:	85982025	LIP GALLERY
Serial Number:	85731928	LOVE ME FOR ME
Serial Number:	85757504	MAKEUP MOOD ENHANCER
Serial Number:	85769017	NIGHT LIFE
Serial Number:	85789588	PARTY LIFE
Serial Number:	85755126	PILLOW PLUSH

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Property Type	Number	Word Mark
Serial Number:	85800735	QUICK SWITCH
Serial Number:	85755121	SCRIBBLE
Serial Number:	85755110	SHADE PLAY
Serial Number:	85946628	THE EVERYTHING CC
Serial Number:	85755130	THE GREAT COVERUP
Serial Number:	85635383	THE LIFE PALETTE
Serial Number:	86144851	THE LIFE PALETTE MOMENT
Serial Number:	86026916	VALENTINE LIFE
Serial Number:	85738901	WATERLINER
Serial Number:	85888141	WINTER LIFE
Serial Number:	85927254	MICHELLE PHAN
Serial Number:	85934410	HOLIDAY LIFE

**CORRESPONDENCE DATA**

**Fax Number:** 5102952401

*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:** 510-841-9800

**Email:** trademarks@cobaltlaw.com

**Correspondent Name:** Nate A. Garhart

**Address Line 1:** 918 Parker Street, Building A21

**Address Line 4:** Berkeley, CALIFORNIA 94710

<b>NAME OF SUBMITTER:</b>	Gregory Soltys
<b>SIGNATURE:</b>	/Gregory Soltys/
<b>DATE SIGNED:</b>	09/21/2016

**Total Attachments: 2**

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**NUNC PRO TUNC ASSIGNMENT**

WHEREAS L'Oreal USA Creative, Inc., a Delaware corporation, now having a principal place of business at 10 Hudson Yards, New York, New York 10001, United States, but previously having an address of 575 Fifth Avenue, New York, New York 10017, ("Assignor") owned the trademarks listed in the attached Schedule A (the "Trademarks"), and;

WHEREAS, Pursuant to the Trademark Assignment Agreement, effective as of October 5, 2015 (the "Effective Date"), Assignor assigned all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, to Personalized Beauty Discovery, Inc., a Delaware corporation, but incorrectly listed it as a Delaware limited liability company, having a principal place of business at 11 N. Ellsworth Avenue, Suite A, San Mateo, California 94401, United States ("Assignee").

NOW, THEREFORE, Assignor confirms that as of the Effective Date Assignor did assign the Trademarks to Assignee, which should have been correctly identified as Personalized Beauty Discovery, Inc., a Delaware corporation, (the "Assignment") and further confirms that this nunc pro tunc Assignment is being executed now in order to clarify the ownership of the Trademarks and to confirm that all right, title, and interest in and to the Trademarks, together with the associated goodwill in the Trademarks and in the business, products, and services symbolized by the Trademarks, including any and all rights, priorities, and privileges of Assignor under the laws of the United States and any of its states, laws of any other jurisdiction, multinational law, and any compact treaty, protocol, convention or organization are transferred into the name of Personalized Beauty Discovery, Inc., a Delaware corporation.

The undersigned warrants and represents that s/he has the authority to confirm and attest to this Assignment, which shall be legally binding on the Assignor.

Signed at New York, NY on this 21 day of September, 2016.

L'Oreal USA Creative, Inc.

By: \_\_\_\_\_

Name: Lisa M Gigliotti

Title: Vice President

**TRADEMARK**

**REEL: 005882 FRAME: 0394**

SCHEDULE A

MARK	SERIAL NO.	REG. NO.
.EM MICHELLE PHAN (Stylized)	85816560	4538987
.EM MICHELLE PHAN & Design	85809415	4473779
BEACH LIFE	85744500	4476817
CAREER LIFE	85734216	4467492
CHIAROSCURO	85755417	4467576
COLOR FACETS	85756505	4472151
DAY LIFE	85779437	4460086
EM IS A REFLECTION OF ME	85916186	4507863
EM MICHELLE PHAN	86505482	4825755
EM MICHELLE PHAN (Stylized)	85834011	4539092
EM MICHELLE PHAN & Design	85833996	4515950
LASH GALLERY	85778181	4460083
LIP GALLERY	85982025	4557392
LOVE ME FOR ME	85731928	4467481
MAKEUP MOOD ENHANCER	85757504	4482229
NIGHT LIFE	85769017	4472196
PARTY LIFE	85789588	4467663
PILLOW PLUSH	85755126	4467573
QUICK SWITCH	85800735	4752305
SCRIBBLE	85755121	4538797
SHADE PLAY	85755110	4448930
THE EVERYTHING CC	85946628	4610757
THE GREAT COVERUP	85755130	4478862
THE LIFE PALETTE	85635383	4502304
THE LIFE PALETTE MOMENT	86144851	4564252
VALENTINE LIFE	86026916	4540563
WATERLINER	85738901	4478817
WINTER LIFE	85888141	4507719
MICHELLE PHAN	85927254	N/A
HOLIDAY LIFE	85934410	N/A