

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400059

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
L'Oreal USA, Inc.		09/01/2016	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Holding Company I, Inc.
Street Address:	10 Hudson Yards
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 215

Property Type	Number	Word Mark
Registration Number:	4998347	GREAT BRUSHES GIVE YOU GREAT SKIN
Registration Number:	4998316	GET THE SKINNY
Registration Number:	5017968	DEVELOPED WITH PLASTIC SURGEONS. CLINICA
Registration Number:	5030490	YOU ARE BEAUTIFUL, YOU ARE IT! XOXO JAMI
Registration Number:	5014687	GREAT SKIN STARTS WITH CONFIDENCE
Registration Number:	4994897	NATURALLY PRETTY ESSENTIALS
Registration Number:	5019252	BYE BYE PORES BLUSH
Registration Number:	5037868	OMBRÉ RADIANCE BLUSH
Registration Number:	5037867	OMBRÉ RADIANCE BRONZER
Registration Number:	4963321	BROW POWER LIFT
Registration Number:	4959796	BYE BYE UNDER EYE CORRECTOR
Registration Number:	4915817	TIGHTLINE WATERPROOF
Registration Number:	4932476	NATURALLY PRETTY ROMANTICS
Registration Number:	4994851	BYE BYE UNDER EYE ILLUMINATION
Registration Number:	4908837	BUILD-A-BROW
Registration Number:	4967892	BYE BYE FLAWS
Registration Number:	4963045	BROWS BABY BROWS
Registration Number:	4954805	YOUR HAIR BUT BETTER

CH \$5390.00 4998347

Property Type	Number	Word Mark
Registration Number:	4994785	BYE BYE MAKEUP
Registration Number:	4999948	ANTI-AGING ARMOUR REGENERATIVE CONCENTRA
Registration Number:	5037732	VITALITY LIP FLUSH STAIN
Registration Number:	4901876	BYE BYE PORES PRESSED
Registration Number:	4889631	CC+ ILLUMINATION
Registration Number:	4901847	CC+ AIRBRUSH PERFECTING POWDER
Registration Number:	4901827	CC+ VEIL
Registration Number:	4901826	CC+ EYE
Registration Number:	4904613	IT'S TRULY YOUR EVER-LASHING LOVE
Registration Number:	4904612	FALL IN EVER-LASHING LOVE
Registration Number:	4981269	YOUR BEAUTY PROBLEM SOLVED
Registration Number:	4836912	YOUR LIPS BUT BETTER
Registration Number:	4845063	IT HAIR
Registration Number:	4848050	VITALITY CHEEK FLUSH
Registration Number:	4878711	CELEBRATION FOUNDATION ILLUMINATION
Registration Number:	4994276	BROW POWER PERFECTOR
Registration Number:	4994275	SUNSHINE IN A COMPACT
Registration Number:	4792333	TIGHTLINER
Registration Number:	4921327	COLD SPOON TECHNOLOGY
Registration Number:	4795306	PROBLEM SOLVING BEAUTY
Registration Number:	4838387	VITALITY LIP BLUSH
Registration Number:	5037236	OMBRÉ RADIANCE
Registration Number:	4838322	VITALITY LIP FLUSH
Registration Number:	4838220	ITS YOUR BEAUTY
Registration Number:	4723939	YOUR MAKEUP BUT BETTER
Registration Number:	4731607	IT GIRL
Registration Number:	4837848	FRIENDS DON'T LET FRIENDS WEAR FOUNDATIO
Registration Number:	4726639	IT
Registration Number:	4896542	BRUSH BATH
Registration Number:	4868548	BRUSH BOUTIQUE
Registration Number:	4729132	IT BRUSHES
Registration Number:	4878849	COVERAGE INFUSED SKINCARE
Registration Number:	4765592	YOUR MOST BEAUTIFUL
Registration Number:	4890065	DISCOVER IT
Registration Number:	4725130	3D SKIN FLEX
Registration Number:	4823008	BRUSH THERAPY
Registration Number:	4983709	YOU SCULPTED
Registration Number:	4863818	LASH-CHANGING

Property Type	Number	Word Mark
Registration Number:	4932961	IT DOES THE WORK FOR YOU
Registration Number:	4863758	PORESCRIPTION
Registration Number:	4863741	FACELIFT IN A PALETTE
Registration Number:	4863740	BRIGHTNESS IN A BOTTLE
Registration Number:	4765288	FEELS LIKE SKIN
Registration Number:	4765260	EXPERIENCE IT
Registration Number:	4537796	NATURALLY PRETTY
Registration Number:	4765236	GET COMPLIMENTS ON YOUR SKIN NOT YOUR MA
Registration Number:	4765232	GET COMPLIMENTS ON YOUR SKIN
Registration Number:	4607189	LINER LOVE
Registration Number:	4739908	BYE BYE FOUNDATION
Registration Number:	4650233	CLINICALLY PROVEN. SKIN LOVING. PROBLEM
Registration Number:	4638284	YOUR MOST BEAUTIFUL YOU
Registration Number:	4769418	GO VERTICAL
Registration Number:	4638237	DISCOVER IT. LOVE IT. BELIEVE IT.
Registration Number:	4622302	CONFIDENCE IN A COMPACT
Registration Number:	4611096	FEEL THE MOMENT
Registration Number:	4732284	BLURRED LINES
Registration Number:	4553278	EYELIFT IN A TUBE
Registration Number:	4606816	BLUR BABY BLUR
Registration Number:	4527102	CC+
Registration Number:	4851634	YOURSELF BUT BETTER
Registration Number:	4851633	YOU BUT BETTER
Registration Number:	4808967	BYE BYE OVER EYE
Registration Number:	4752394	IT BODY
Registration Number:	4752393	IT SKINCARE
Registration Number:	4739616	IT SKIN
Registration Number:	4728185	IT BEAUTY
Registration Number:	4808965	BYE BYE BREAKOUT
Registration Number:	4720728	BYE BYE DRAMA
Registration Number:	4964889	IT HAIR
Registration Number:	4418691	BYE BYE REDNESS
Registration Number:	4782399	VELVET LUXE
Registration Number:	4672355	EXPERIENCE VELVET
Registration Number:	4720694	GREAT FOUNDATION GIVES YOU GREAT SKIN
Registration Number:	4822514	GREAT MAKEUP GIVES YOU GREAT SKIN
Registration Number:	4735762	IT BEAUTY SOLUTIONS
Registration Number:	4735761	IT SOLUTIONS

Property Type	Number	Word Mark
Registration Number:	4728127	IT CLINICAL
Registration Number:	4633118	MAGIC ERASER
Registration Number:	4822500	YOUR MAKEUP BUT BETTER
Registration Number:	4534540	NO. 50 SERUM
Registration Number:	4511852	HEAVENLY LUXE
Registration Number:	4324594	HEAVENLY LUXE
Registration Number:	4846380	BRUSH BONNET
Registration Number:	4813210	BYE BYE ROOTS
Registration Number:	4818232	HOLY GRAIL
Registration Number:	4512798	TIGHTLINE
Registration Number:	4768998	YOUR LASHES BUT BETTER
Registration Number:	4768997	YHBB
Registration Number:	4377573	YOUR SKIN BUT BETTER
Registration Number:	4491842	YSBB
Registration Number:	4377572	YLBB
Registration Number:	4377571	YOUR BROWS BUT BETTER
Registration Number:	4377570	YBBB
Registration Number:	4271709	MY LIPS BUT BETTER
Registration Number:	4257050	IT COSMETICS
Registration Number:	4257048	INNOVATIVE TECHNOLOGY COSMETICS
Registration Number:	4257024	IT COSMETICS
Registration Number:	4589151	ANTI-AGING ARMOUR
Registration Number:	4293250	HELLO LIGHT
Registration Number:	4120732	LOVE STORY
Registration Number:	4079447	DROPS OF LIGHT TECHNOLOGY
Registration Number:	4218634	NO TUG
Registration Number:	4210780	CELEBRATION FOUNDATION
Registration Number:	4086585	HELLO LASHES
Registration Number:	4051768	GROW-LUXE
Registration Number:	3923013	INNOVATIVE TECHNOLOGY COSMETICS
Registration Number:	3923001	INNOVATIVE TECHNOLOGY COSMETICS
Registration Number:	4094231	IT GIRL
Registration Number:	3859275	BROW POWER
Registration Number:	3843923	BYE BYE COSMETICS
Registration Number:	3833839	BYE BYE CONCEALER
Registration Number:	3833838	BYE BYE PORES
Registration Number:	3833835	BYE BYE LID LINES
Registration Number:	3674185	MY YOUTHFUL SMILE

Property Type	Number	Word Mark
Registration Number:	3644712	BYE BYE UNDER EYE
Registration Number:	4242184	GET WET
Registration Number:	3742874	IT COSMETICS
Registration Number:	3908329	JE NE SAIS QUOI
Registration Number:	3740434	IT COSMETICS
Registration Number:	3521926	ABS IN A BOX
Serial Number:	87147343	BROW POWER POWDER
Serial Number:	87108583	SMOOTH IT ON, BLEND IT IN, AND IT INSTAN
Serial Number:	87014646	IT GIVES BACK
Serial Number:	87014636	LOVE IT. LIVE IT. GIVE IT.
Serial Number:	87012670	IT CARES
Serial Number:	87002073	COLOR INFUSED SKINCARE
Serial Number:	86969167	SEE WHAT'S RIGHT
Serial Number:	86969159	IT'S TIME TO SEE WHAT'S RIGHT
Serial Number:	86950047	IT'S YOUR SPA IN A BOTTLE
Serial Number:	86924174	IT'S YOUR BRUSH LOVE
Serial Number:	86917777	EYE FOUNDATION
Serial Number:	86916924	YOU'RE A #REALSUPERHERO!
Serial Number:	86916866	SUPERHERO PIGMENT POWER TECHNOLOGY
Serial Number:	86831630	BYE BYE PORES PRIMER
Serial Number:	86831624	NO-TUG TECHNOLOGY
Serial Number:	86831615	ANTI-AGING ARMOUR SERUM
Serial Number:	86831603	TRANSFORMING HELLO LIGHT
Serial Number:	86831593	DROPS OF LIGHT OPTICAL BLURRING TECHNOLO
Serial Number:	86831586	BYE BYE LINES SERUM
Serial Number:	86831583	VITALITY LIP FLUSH TECHNOLOGY
Serial Number:	86831578	BYE BYE PORES OPTICAL BLURRING TECHNOLOG
Serial Number:	86826849	BYE BYE UNDER EYE EYE CREAM
Serial Number:	86825531	SKIN-SOFTENING SERUM CONCENTRATE
Serial Number:	86812988	HEAVENLY SKIN
Serial Number:	86808952	CONFIDENCE IN YOUR SKIN
Serial Number:	86799010	BRUSH LOVE
Serial Number:	86773940	BYE BYE PORES PRESSED TINTED
Serial Number:	86773936	VITALITY LIP & CHEEK FLUSH STAIN
Serial Number:	86773932	YOUR MOST BEAUTIFUL YOU CRÈME
Serial Number:	86773927	CC+ BLUSH
Serial Number:	86773921	BYE BYE PORES TINTED
Serial Number:	86759401	LOVE BEAUTY FULLY

Property Type	Number	Word Mark
Serial Number:	86756044	HELLO LIGHT CRÈME
Serial Number:	86749419	MIRACLE WATER
Serial Number:	86745734	HELLO LASHES WATERPROOF
Serial Number:	86732997	GAME-CHANGING PRODUCTS, LIFE-CHANGING RE
Serial Number:	86732983	GAME CHANGING, LIFE CHANGING
Serial Number:	86730977	BRUSHSCRIPTION
Serial Number:	86708011	BYE BYE BAGGAGE
Serial Number:	86707986	BYE BYE LINES
Serial Number:	86707962	BYE BYE DARK SPOTS
Serial Number:	86696919	CC+ BRONZER
Serial Number:	86696913	VITALITY CHEEK FLUSH STAIN
Serial Number:	86696511	LOVE IN A LIP SERUM
Serial Number:	86571975	NO LASH LEFT BEHIND
Serial Number:	86571925	LOVE IN A LIPSTICK
Serial Number:	86569512	HELLO CHEEKBONES
Serial Number:	86569496	BROW POWER SUPER SKINNY
Serial Number:	86553347	SECRET SAUCE
Serial Number:	86513679	WHY YOU'LL LOVE IT
Serial Number:	86495429	LASH BLOW OUT
Serial Number:	86431391	PERFECT LIGHTING
Serial Number:	86421736	SKIN EXPRESSION
Serial Number:	86374445	IT LABS
Serial Number:	86372374	IT BRIDE
Serial Number:	86353895	FULL-FILLING
Serial Number:	86346904	REAL, REAL RESULTS
Serial Number:	86336249	SOFT STAIN
Serial Number:	86336238	BYE BYE BLISTERS
Serial Number:	86333866	FULL COVERAGE MOISTURIZER
Serial Number:	86300792	CONFIDENCE IN A CONCEALER
Serial Number:	86300789	CONFIDENCE IN A FOUNDATION
Serial Number:	86300787	CONFIDENCE IN A JAR
Serial Number:	86300785	CONFIDENCE IN YOUR COVERAGE
Serial Number:	86300783	CONFIDENCE IN A CREAM
Serial Number:	86229427	MIRACLE VEIL
Serial Number:	86137187	CONFIDENCE IN A CLEANSER
Serial Number:	86059219	ITCEUTICALS
Serial Number:	86013326	REAL ISSUES, REAL RESULTS
Serial Number:	86013324	REAL SCIENCE, REAL RESULTS

Property Type	Number	Word Mark
Serial Number:	86013321	REAL BEAUTY, REAL RESULTS
Serial Number:	85926923	50/50
Serial Number:	85919130	IT LIFE
Serial Number:	85918940	IT HOME
Serial Number:	85902311	SUPERHEROS
Serial Number:	85902288	SUPERHERO
Serial Number:	85846224	BYE BYE SCAR

CORRESPONDENCE DATA

Fax Number:

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: 212-984-4177
Email: elongobardi@us.loreal.com
Correspondent Name: Lisa M. Gigliotti
Address Line 1: L'Oreal USA Creative, Inc.
Address Line 2: 10 Hudson Yards
Address Line 4: New York, NEW YORK 10001

ATTORNEY DOCKET NUMBER:	IT COS
NAME OF SUBMITTER:	Edward Longobardi
SIGNATURE:	/Edward Longobardi/
DATE SIGNED:	09/28/2016

Total Attachments: 28

- source=L'Oreal USA Inc TM Assignment#page1.tif
- source=L'Oreal USA Inc TM Assignment#page2.tif
- source=L'Oreal USA Inc TM Assignment#page3.tif
- source=L'Oreal USA Inc TM Assignment#page4.tif
- source=L'Oreal USA Inc TM Assignment#page5.tif
- source=L'Oreal USA Inc TM Assignment#page6.tif
- source=L'Oreal USA Inc TM Assignment#page7.tif
- source=L'Oreal USA Inc TM Assignment#page8.tif
- source=L'Oreal USA Inc TM Assignment#page9.tif
- source=L'Oreal USA Inc TM Assignment#page10.tif
- source=L'Oreal USA Inc TM Assignment#page11.tif
- source=L'Oreal USA Inc TM Assignment#page12.tif
- source=L'Oreal USA Inc TM Assignment#page13.tif
- source=L'Oreal USA Inc TM Assignment#page14.tif
- source=L'Oreal USA Inc TM Assignment#page15.tif
- source=L'Oreal USA Inc TM Assignment#page16.tif
- source=L'Oreal USA Inc TM Assignment#page17.tif
- source=L'Oreal USA Inc TM Assignment#page18.tif
- source=L'Oreal USA Inc TM Assignment#page19.tif
- source=L'Oreal USA Inc TM Assignment#page20.tif

source=L'Oreal USA Inc TM Assignment#page21.tif
source=L'Oreal USA Inc TM Assignment#page22.tif
source=L'Oreal USA Inc TM Assignment#page23.tif
source=L'Oreal USA Inc TM Assignment#page24.tif
source=L'Oreal USA Inc TM Assignment#page25.tif
source=L'Oreal USA Inc TM Assignment#page26.tif
source=L'Oreal USA Inc TM Assignment#page27.tif
source=L'Oreal USA Inc TM Assignment#page28.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Assignment") is made and executed effective as of September 1, 2016 by L'Oréal USA, Inc., a Delaware corporation ("Assignor"), in favor of Holding Company I, Inc., a Delaware corporation ("Assignee"). Capitalized terms not otherwise defined in this Assignment will have the meanings ascribed to such terms in the Contribution Agreement (as defined below).

WHEREAS, Assignor, Assignee, L'Oréal USA Creative, Inc., L'Oréal USA Products, Inc., and L'Oréal USA S/D, Inc. have entered into that certain Contribution Agreement, dated as of the date hereof (the "Contribution Agreement");

WHEREAS, pursuant to the Contribution Agreement, Assignor agreed to contribute, assign and transfer certain U.S. intellectual property assets previously held by IT Cosmetics Operating Company, LLC, a Delaware limited liability company ("IT Cosmetics").

NOW, THEREFORE, in consideration of the above premises, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Transfer of Trademarks. Assignor hereby assigns to Assignee and its successors all of Assignor's right, title and interest in and to the trademarks held by IT Cosmetics immediately prior to the merger of IT Cosmetics with and into Assignor (including those set forth on Exhibit A), including without limitation, all common law rights relating thereto and all registrations thereof and applications therefor, together with all goodwill associated with, corresponding to, symbolized by and embodied in such trademarks, and including the right to commence an action and recover for past, present and future infringement of such trademarks.

2. Transfer of Domain Names. Assignor hereby assigns to Assignee and its successors all of Assignor's right, title and interest in and to any and all domain names held by IT Cosmetics immediately prior to the merger of IT Cosmetics with and into Assignor (including those set forth on Exhibit A).

3. Transfer of Patents and Other Intellectual Property and Related Assets. Assignor hereby assigns to Assignee and its successors all of Assignor's right, title and interest in and to any and all U.S. intellectual property and related assets held by IT Cosmetics immediately prior to the merger of IT Cosmetics with and into Assignor, including any and all patents and patent applications and assets set forth on Exhibit A.

4. Exclusions. For the avoidance of doubt, the intellectual property and related assets assigned pursuant to Sections 1-3 above do not include certain intellectual property and related assets which were sold to L'Oréal, SA ("L'Oréal, SA") pursuant to that certain Purchase Agreement, dated as of September 1, 2016 entered into by and between the Assignor and L'Oréal SA.

4. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities in all jurisdictions designated by

Assignee, including without limitation, the United States Patent and Trademark Office and Copyright Office.

[Signature Page to Follow]

IN WITNESS WHEREOF, the parties have executed this Assignment effective as of September 1, 2016.

ASSIGNOR

L'ORÉAL USA, INC.

By: 

Name: Roger Dolden

Title: Executive Vice President

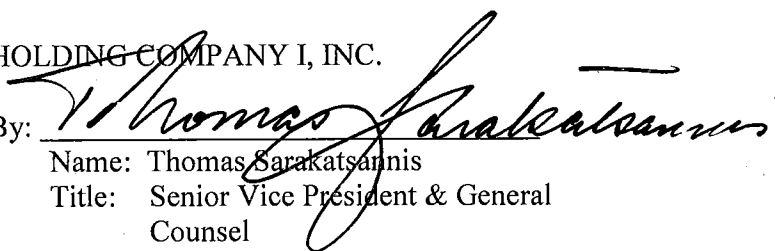
[SIGNATURE PAGE TO LUSA ASSIGNMENT OF U.S. INTELLECTUAL PROPERTY]

TRADEMARK
REEL: 005886 FRAME: 0011

ASSIGNEE

HOLDING COMPANY I, INC.

By:



Name: Thomas Sarakatsannis


Title: Senior Vice President & General
Counsel

EXHIBIT A

Intellectual Property Assets

Trademarks

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
BROW POWER POWDER	United States	3	87147343	8/23/2016			Pending	IT COSMETICS, LLC
SMOOTH IT ON, BLEND IT IN, AND IT INSTANTLY PERFECTS YOUR SKIN!	United States	3	87108583	7/19/2016			Pending	IT COSMETICS, LLC
LOVE IT. LIVE IT. GIVE IT.	United States	3	87014636	4/26/2016			Pending	IT COSMETICS, LLC
IT GIVES BACK	United States	3	87014646	4/26/2016			Pending	IT COSMETICS, LLC
IT CARES	United States	3	87012670	4/25/2016			Pending	IT COSMETICS, LLC
COLOR INFUSED SKINCARE	United States	3, 21	87002073	4/15/2016			Pending	IT COSMETICS, LLC
IT'S TIME TO SEE WHAT'S RIGHT	United States	3, 21	86969159	4/8/2016			Pending	IT COSMETICS, LLC
SEE WHAT'S RIGHT	United States	3, 21	86969167	4/8/2016			Pending	IT COSMETICS, LLC
IT'S YOUR SPA IN A BOTTLE	United States	3	86950047	3/23/2016			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
IT'S YOUR BRUSH LOVE	United States	3	86924174	3/1/2016			Pending	IT COSMETICS, LLC
EYE FOUNDATION	United States	3	86917777	2/24/2016			Pending	IT COSMETICS, LLC
SUPERHERO PIGMENT POWER TECHNOLOGY	United States	3	86916866	2/23/2016			Pending	IT COSMETICS, LLC
YOU'RE A #REALSUPERHERO !	United States	3	86916924	2/23/2016			Pending	IT COSMETICS, LLC
GREAT BRUSHES GIVE YOU GREAT SKIN	United States	21	86894353	2/2/2016	4998347	7/12/2016	Registered	IT COSMETICS, LLC
GET THE SKINNY	United States	3, 35	86879634	1/19/2016	4998316	7/12/2016	Registered	IT COSMETICS, LLC
DEVELOPED WITH PLASTIC SURGEONS. CLINICAL RESULTS. IT 	United States	3	86873095	1/12/2016	5017968	8/9/2016	Registered	IT COSMETICS, LLC
YOU ARE BEAUTIFUL, YOU ARE IT! XOXO JAMIE	United States	3	86836451	12/2/2015			Pending	IT COSMETICS, LLC
BYE BYE LINES SERUM	United States	3	86831586	11/25/2015			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
VITALITY LIP FLUSH TECHNOLOGY	United States	3	86831583	11/25/2015			Pending	IT COSMETICS, LLC
TRANSFORMING HELLO LIGHT	United States	3	86831603	11/25/2015			Pending	IT COSMETICS, LLC
NO-TUG TECHNOLOGY	United States	3	86831624	11/25/2015			Pending	IT COSMETICS, LLC
ANTI-AGING ARMOUR SERUM	United States	3	86831615	11/25/2015			Pending	IT COSMETICS, LLC
BYE BYE PORES OPTICAL BLURRING TECHNOLOGY	United States	3	86831578	11/25/2015			Pending	IT COSMETICS, LLC
DROPS OF LIGHT OPTICAL BLURRING TECHNOLOGY	United States	3	86831593	11/25/2015			Pending	IT COSMETICS, LLC
BYE BYE PORES PRIMER	United States	3	86831630	11/25/2015			Pending	IT COSMETICS, LLC
BYE BYE UNDER EYE EYE CREAM	United States	3	86826849	11/20/2015			Pending	IT COSMETICS, LLC
SKIN-SOFTENING SERUM CONCENTRATE	United States	3	86825531	11/19/2015			Pending	IT COSMETICS, LLC
HEAVENLY SKIN	United States	21	86812988	11/7/2015			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
GREAT SKIN STARTS WITH CONFIDENCE	United States	3	86808929	11/4/2015	5014687	8/2/2016	Registered	IT COSMETICS, LLC
CONFIDENCE IN YOUR SKIN	United States	3	86808952	11/4/2015			Pending	IT COSMETICS, LLC
BRUSH LOVE	United States	21	86799010	10/26/2015			Pending	IT COSMETICS, LLC
BYE BYE PORES TINTED	United States	3	86773921	9/30/2015			Pending	IT COSMETICS, LLC
YOUR MOST BEAUTIFUL YOU CRÈME	United States	3	86773932	9/30/2015			Pending	IT COSMETICS, LLC
CC+ BLUSH	United States	3	86773927	9/30/2015			Pending	IT COSMETICS, LLC
BYE BYE PORES PRESSED TINTED	United States	3	86773940	9/30/2015			Pending	IT COSMETICS, LLC
VITALITY LIP & CHEEK FLUSH STAIN	United States	3	86773936	9/30/2015			Pending	IT COSMETICS, LLC
NATURALLY PRETTY ESSENTIALS	United States	3	86771586	9/29/2015	4994897	7/5/2016	Registered	IT COSMETICS, LLC
BYE BYE PORES BLUSH	United States	3	86771565	9/29/2015	5019252	8/9/2016	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
LOVE BEAUTY FULLY	United States	21	86759401	9/17/2015			Pending	IT COSMETICS, LLC
OMBRÉ RADIANCE BRONZER	United States	3	86756037	9/14/2015			Pending	IT COSMETICS, LLC
OMBRÉ RADIANCE BLUSH	United States	3	86756041	9/14/2015			Pending	IT COSMETICS, LLC
HELLO LIGHT CRÈME	United States	3	86756044	9/14/2015			Pending	IT COSMETICS, LLC
BROW POWER LIFT	United States	3	86749413	9/8/2015	4963321	5/24/2016	Registered	IT COSMETICS, LLC
MIRACLE WATER	United States	3	86749419	9/8/2015			Pending	IT COSMETICS, LLC
TIGHTLINE WATERPROOF	United States	3	86745741	9/2/2015	4915817	3/8/2016	Registered	IT COSMETICS, LLC
NATURALLY PRETTY ROMANTICS	United States	3	86745738	9/2/2015	4932476	4/5/2016	Registered	IT COSMETICS, LLC
BYE BYE UNDER EYE CORRECTOR	United States	3	86745744	9/2/2015	4959796	5/17/2016	Registered	IT COSMETICS, LLC
HELLO LASHES WATERPROOF	United States	3	86745734	9/2/2015			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
GAME-CHANGING PRODUCTS, LIFE-CHANGING RESULTS	United States	3, 35	86732997	8/21/2015			Pending	IT COSMETICS, LLC
GAME CHANGING, LIFE CHANGING	United States	3, 35	86732983	8/21/2015			Pending	IT COSMETICS, LLC
BYE BYE UNDER EYE ILLUMINATION	United States	3	86733007	8/21/2015	4994851	7/5/2016	Registered	IT COSMETICS, LLC
BUILD-A-BROW	United States	3	86731416	8/20/2015	4908837	3/1/2016	Registered	IT COSMETICS, LLC
BYE BYE FLAWS	United States	3	86730939	8/20/2015	4967892	5/31/2016	Registered	IT COSMETICS, LLC
BRUSHSCRIPTION	United States	21	86730977	8/20/2015			Pending	IT COSMETICS, LLC
BROWS BABY BROWS	United States	3	86729985	8/19/2015	4963045	5/24/2016	Registered	IT COSMETICS, LLC
YOUR HAIR BUT BETTER	United States	3	86725247	8/4/2015	4954805	5/10/2016	Registered	IT COSMETICS, LLC
BYE BYE MAKEUP	United States	3	86707980	7/29/2015	4994785	7/5/2016	Registered	IT COSMETICS, LLC
BYE BYE BAGGAGE	United States	3	86708011	7/29/2015			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
BYE BYE DARK SPOTS	United States	3	86707962	7/29/2015			Pending	IT COSMETICS, LLC
BYE BYE LINES	United States	3	86707986	7/29/2015			Pending	IT COSMETICS, LLC
ANTI-AGING ARMOUR REGENERATIVE CONCENTRATE	United States	3	86703699	7/24/2015	4999948	7/12/2016	Registered	IT COSMETICS, LLC
LOVE IN A LIP SERUM	United States	3	86696511	7/17/2015			Pending	IT COSMETICS, LLC
CC+ ILLUMINATION	United States	3	86696514	7/17/2015	4889631	1/19/2016	Registered	IT COSMETICS, LLC
CC+ AIRBRUSH PERFECTING POWDER	United States	3	86696510	7/17/2015	4901847	2/16/2016	Registered	IT COSMETICS, LLC
BYE BYE PORES PRESSED	United States	3	86696910	7/17/2015	4901876	2/16/2016	Registered	IT COSMETICS, LLC
CC+ BRONZER	United States	3	86696919	7/17/2015			Pending	IT COSMETICS, LLC
VITALITY CHEEK FLUSH STAIN	United States	3	86696913	7/17/2015			Pending	IT COSMETICS, LLC
VITALITY LIP FLUSH STAIN	United States	3	86696914	7/17/2015			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
CC+ EYE	United States	3	86696137	7/17/2015	4901826	2/16/2016	Registered	IT COSMETICS, LLC
CC+ VEIL	United States	3	86696140	7/17/2015	4901827	2/16/2016	Registered	IT COSMETICS, LLC
FALL IN EVER-LASHING LOVE	United States	3	86670012	6/22/2015	4904612	2/23/2016	Registered	IT COSMETICS, LLC
IT'S TRULY YOUR EVER-LASHING LOVE	United States	3	86670032	6/22/2015	4904613	2/23/2016	Registered	IT COSMETICS, LLC
YOUR BEAUTY PROBLEM SOLVED	United States	44	86662569	6/15/2015	4981269	6/21/2016	Registered	IT COSMETICS, LLC
YOUR LIPS BUT BETTER	United States	3	86640006	5/23/2015	4836912	10/20/2015	Registered	IT COSMETICS, LLC
NO LASH LEFT BEHIND	United States	3	86571975	3/21/2015			Pending	IT COSMETICS, LLC
LOVE IN A LIPSTICK	United States	3	86571925	3/20/2015			Pending	IT COSMETICS, LLC
IT HAIR	United States	3	86571443	3/20/2015	4845063	11/3/2015	Registered	IT COSMETICS, LLC
CELEBRATION FOUNDATION ILLUMINATION	United States	3	86569511	3/19/2015	4878711	12/29/2015	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
HELLO CHEEKBONES	United States	3	86569512	3/19/2015			Pending	IT COSMETICS, LLC
VITALITY CHEEK FLUSH	United States	3	86569517	3/19/2015	4848050	11/3/2015	Registered	IT COSMETICS, LLC
BROW POWER PERFECTOR	United States	3	86569506	3/19/2015	4994276	7/5/2016	Registered	IT COSMETICS, LLC
SUNSHINE IN A COMPACT	United States	3	86569485	3/19/2015	4994275	7/5/2016	Registered	IT COSMETICS, LLC
BROW POWER SUPER SKINNY	United States	3	86569496	3/19/2015			Pending	IT COSMETICS, LLC
TIGHTLINER	United States	21	86563750	3/13/2015	4792333	8/11/2015	Registered	IT COSMETICS, LLC
COLD SPOON TECHNOLOGY	United States	3	86557207	3/9/2015	4921327	3/22/2016	Registered	IT COSMETICS, LLC
SECRET SAUCE	United States	3	86553347	3/4/2015			Pending	IT COSMETICS, LLC
PROBLEM SOLVING BEAUTY	United States	35	86552343	3/3/2015	4795306	8/18/2015	Registered	IT COSMETICS, LLC
WHY YOU'LL LOVE IT	United States	3	86513679	1/26/2015			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
VITALITY LIP BLUSH	United States	3	86513681	1/26/2015	4838387	10/20/2015	Registered	IT COSMETICS, LLC
OMBRE RADIANCE	United States	3	86506069	1/16/2015			Pending	IT COSMETICS, LLC
VITALITY LIP FLUSH	United States	3	86495459	1/5/2015	4838322	10/20/2015	Registered	IT COSMETICS, LLC
LASH BLOW OUT	United States	3	86495429	1/5/2015			Pending	IT COSMETICS, LLC
ITS YOUR BEAUTY	United States	3	86458055	11/18/2014	4838220	10/20/2015	Registered	IT COSMETICS, LLC
YOUR MAKEUP BUT BETTER	United States	21	86452878	4/21/2015	4723939	4/21/2015	Registered	IT COSMETICS, LLC
IT GIRL	United States	3	86449161	11/10/2014	4731607	5/5/2015	Registered	IT COSMETICS, LLC
PERFECT LIGHTING	United States	3	86431391	10/22/2014			Pending	IT COSMETICS, LLC
SKIN EXPRESSION	United States	3	86421736	10/13/2014			Pending	IT COSMETICS, LLC
IT LABS	United States	3	86374445	8/22/2014			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
IT BRIDE	United States	3	86372374	8/20/2014			Pending	IT COSMETICS, LLC
FULL-FILLING	United States	3	86353895	7/31/2014			Pending	IT COSMETICS, LLC
FRIENDS DON'T LET FRIENDS WEAR FOUNDATION	United States	3	86349826	7/28/2014	4837848	10/20/2015	Registered	IT COSMETICS, LLC
REAL, REAL RESULTS	United States	3	86346904	7/24/2014			Pending	IT COSMETICS, LLC
SOFT STAIN	United States	3	86336249	7/14/2014			Pending	IT COSMETICS, LLC
BYE BYE BLISTERS	United States	3	86336238	7/14/2014			Pending	IT COSMETICS, LLC
IT 	United States	3, 21 35	86333848	7/10/2014	4726639	4/28/2015	Registered	IT COSMETICS, LLC
FULL COVERAGE MOISTURIZER	United States	3	86333866	7/10/2014			Pending	IT COSMETICS, LLC
BRUSH BATH	United States	3	86333810	7/10/2014	4896542	2/2/2016	Registered	IT COSMETICS, LLC
BRUSH BOUTIQUE	United States	21	86333786	7/10/2014	4868548	12/8/2015	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
CONFIDENCE IN A CREAM	United States	3	86300783	6/5/2014			Pending	IT COSMETICS, LLC
CONFIDENCE IN YOUR COVERAGE	United States	3	86300785	6/5/2014			Pending	IT COSMETICS, LLC
CONFIDENCE IN A JAR	United States	3	86300787	6/5/2014			Pending	IT COSMETICS, LLC
CONFIDENCE IN A FOUNDATION	United States	3	86300789	6/5/2014			Pending	IT COSMETICS, LLC
CONFIDENCE IN A CONCEALER	United States	3	86300792	6/5/2014			Pending	IT COSMETICS, LLC
IT BRUSHES	United States	21	86283722	5/16/2014	4729132	4/28/2015	Registered	IT COSMETICS, LLC
COVERAGE INFUSED SKINCARE	United States	3	86243793	4/6/2014	4878849	12/29/2015	Registered	IT COSMETICS, LLC
DISCOVER IT	United States	3	86241878	4/3/2014	4890065	1/19/2016	Registered	IT COSMETICS, LLC
YOUR MOST BEAUTIFUL	United States	3	86241894	4/3/2014	4765592	6/30/2015	Registered	IT COSMETICS, LLC
MIRACLE VEIL	United States	3	86229427	3/23/2014			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
3D SKIN FLEX	United States	3	86211997	3/5/2014	4725130	4/21/2015	Registered	IT COSMETICS, LLC
BRUSH THERAPY	United States	3 21	86208543	3/1/2014	4823008	9/29/2015	Registered	IT COSMETICS, LLC
YOU SCULPTED	United States	3	86206574	2/27/2014	4983709	6/21/2016	Registered	IT COSMETICS, LLC
LASH-CHANGING	United States	3	86206470	2/27/2014	4863818	12/1/2015	Registered	IT COSMETICS, LLC
IT DOES THE WORK FOR YOU	United States	3	86193638	2/14/2014	4932961	4/5/2016	Registered	IT COSMETICS, LLC
PORESCRIPTION	United States	3	86173962	1/24/2014	4863758	12/1/2015	Registered	IT COSMETICS, LLC
FACELIFT IN A PALETTE	United States	3	86159856	1/8/2014	4863741	12/1/2015	Registered	IT COSMETICS, LLC
BRIGHTNESS IN A BOTTLE	United States	3	86159530	1/7/2014	4863740	12/1/2015	Registered	IT COSMETICS, LLC
FEELS LIKE SKIN	United States	3	86142228	12/12/2013	4765288	6/30/2015	Registered	IT COSMETICS, LLC
CONFIDENCE IN A CLEANSER	United States	3	86137187	12/6/2013			Pending	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
EXPERIENCE IT	United States	3	86121037	11/17/2013	4765260	6/30/2015	Registered	IT COSMETICS, LLC
NATURALLY PRETTY	United States	3	86116935	11/12/2013	4537796	5/27/2014	Registered	IT COSMETICS, LLC
GET COMPLIMENTS ON YOUR SKIN NOT YOUR MAKEUP	United States	3	86112095	11/6/2013	4765236	6/30/2015	Registered	IT COSMETICS, LLC
GET COMPLIMENTS ON YOUR SKIN	United States	3	86109923	11/4/2013	4765232	6/30/2015	Registered	IT COSMETICS, LLC
LINER LOVE	United States	3	86091701	10/15/2013	4607189	9/16/2014	Registered	IT COSMETICS, LLC
BYE BYE FOUNDATION	United States	3	86081384	10/2/2013	4739908	5/19/2015	Registered	IT COSMETICS, LLC
CLINICALLY PROVEN. SKIN LOVING. PROBLEM SOLUTIONS.	United States	3	86079081	9/30/2013	4650233	12/2/2014	Registered	IT COSMETICS, LLC
GO VERTICAL	United States	3	86071254	9/22/2013	4769418	7/7/2015	Registered	IT COSMETICS, LLC
YOUR MOST BEAUTIFUL YOU	United States	3	86071260	9/22/2013	4638284	11/11/2014	Registered	IT COSMETICS, LLC
ITCEUTICALS	United States	3	86059219	9/9/2013			Pending	IT COSMETICS, LLC


Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
DISCOVER IT. LOVE IT. BELIEVE IT.	United States	3	86055993	9/4/2013	4638237	11/11/2014	Registered	IT COSMETICS, LLC
CONFIDENCE IN A COMPACT	United States	3	86047349	8/25/2013	4622302	10/14/2014	Registered	IT COSMETICS, LLC
FEEL THE MOMENT	United States	3	86034821	8/12/2013	4611096	9/23/2014	Registered	IT COSMETICS, LLC
BLURRED LINES	United States	3	86029213	8/5/2013	4732284	5/5/2015	Registered	IT COSMETICS, LLC
EYELIFT IN A TUBE	United States	3	86024837	7/31/2013	4553278	6/17/2014	Registered	IT COSMETICS, LLC
REAL SCIENCE, REAL RESULTS	United States	3, 21, 35	86013324	7/17/2013			Pending	IT COSMETICS, LLC
REAL BEAUTY, REAL RESULTS	United States	3, 21, 35	86013321	7/17/2013			Pending	IT COSMETICS, LLC
REAL ISSUES, REAL RESULTS	United States	3, 21, 35	86013326	7/17/2013			Pending	IT COSMETICS, LLC
BLUR BABY BLUR	United States	3	86000813	7/2/2013	4606816	9/16/2014	Registered	IT COSMETICS, LLC
CC+	United States	3, 35	86000627	7/2/2013	4527102	5/6/2014	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
YOURSELF BUT BETTER	United States	3	85929778	5/13/2013	4851634	11/10/2015	Registered	IT COSMETICS, LLC
YOU BUT BETTER	United States	3	85929754	5/13/2013	4851633	11/10/2015	Registered	IT COSMETICS, LLC
50/50	United States	3	85926923	5/8/2013			Pending	IT COSMETICS, LLC
IT HAIR	United States	3	85918579	4/30/2013	4964889	5/24/2016	Registered	IT COSMETICS, LLC
IT HOME	United States	3	85918940	4/30/2013			Pending	IT COSMETICS, LLC
IT LIFE	United States	3	85919130	4/30/2013			Pending	IT COSMETICS, LLC
BYE BYE DRAMA	United States	3	85918743	4/30/2013	4720728	4/14/2015	Registered	IT COSMETICS, LLC
IT SKIN	United States	3	85918829	4/30/2013	4739616	5/19/2015	Registered	IT COSMETICS, LLC
IT SKINCARE	United States	3	85918892	4/30/2013	4752393	6/9/2015	Registered	IT COSMETICS, LLC
IT BEAUTY	United States	3	85918798	4/30/2013	4728185	4/28/2015	Registered	IT COSMETICS, LLC


Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
IT BODY	United States	3	85918916	4/30/2013	4752394	6/9/2015	Registered	IT COSMETICS, LLC
BYE BYE BREAKOUT	United States	3	85918760	4/30/2013	4808965	9/8/2015	Registered	IT COSMETICS, LLC
BYE BYE OVER EYE	United States	3	85919188	4/30/2013	4808967	9/8/2015	Registered	IT COSMETICS, LLC
SUPERHEROS	United States	3	85902311	4/12/2013			Pending	IT COSMETICS, LLC
SUPERHERO	United States	3	85902288	4/12/2013			Pending	IT COSMETICS, LLC
BYE BYE REDNESS	United States	3	85901498	4/11/2013	4418691	10/15/2013	Registered	IT COSMETICS, LLC
EXPERIENCE VELVET	United States	21	85883609	3/22/2013	4672355	1/13/2015	Registered	IT COSMETICS, LLC
VELVET LUXE	United States	21	85883766	3/22/2013	4782399	7/28/2015	Registered	IT COSMETICS, LLC
GREAT FOUNDATION GIVES YOU GREAT SKIN	United States	3	85881835	3/20/2013	4720694	4/14/2015	Registered	IT COSMETICS, LLC
GREAT MAKEUP GIVES YOU GREAT SKIN	United States	3	85881811	3/20/2013	4822514	9/29/2015	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
IT SOLUTIONS	United States	3	85870507	3/8/2013	4735761	5/12/2015	Registered	IT COSMETICS, LLC
IT BEAUTY SOLUTIONS	United States	3	85870512	3/8/2013	4735762	5/12/2015	Registered	IT COSMETICS, LLC
IT CLINICAL	United States	3	85861978	2/27/2013	4728127	4/28/2015	Registered	IT COSMETICS, LLC
MAGIC ERASER	United States	3	85858401	2/23/2013	4633118	11/4/2014	Registered	IT COSMETICS, LLC
NO. 50 SERUM	United States	3	85853089	2/18/2013	4534540	5/20/2014	Registered	IT COSMETICS, LLC
YOUR MAKEUP BUT BETTER	United States	3	85853101	2/18/2013	4822500	9/29/2015	Registered	IT COSMETICS, LLC
BYE BYE SCAR	United States	3	85846224	2/11/2013			Pending	IT COSMETICS, LLC
HEAVENLY LUXE	United States	21	85793323	12/3/2012	4511852	4/8/2014	Registered	IT COSMETICS, LLC
HEAVENLY LUXE	United States	21	85790244	11/29/2012	4324594	4/23/2013	Registered	IT COSMETICS, LLC
BRUSH BONNET	United States	21	85786974	11/26/2012	4846380	11/3/2015	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
BYE BYE ROOTS	United States	3	85775777	11/9/2012	4813210	9/15/2015	Registered	IT COSMETICS, LLC
HOLY GRAIL	United States	3	85707458	8/20/2012	4818232	9/22/2015	Registered	FAVOR PRODUCTS LLC
TIGHTLINE	United States	3	85691787	7/31/2012	4512798	4/8/2014	Registered	IT COSMETICS, LLC
YHBB	United States	3	85656127	6/19/2012	4768997	7/7/2015	Registered	IT COSMETICS, LLC
YLBB	United States	3	85656101	6/19/2012	4377572	7/30/2013	Registered	IT COSMETICS, LLC
YBBB	United States	3	85656072	6/19/2012	4377570	7/30/2013	Registered	IT COSMETICS, LLC
YOUR BROWS BUT BETTER	United States	3	85656084	6/19/2012	4377571	7/30/2013	Registered	IT COSMETICS, LLC
YSBB	United States	3	85656109	6/19/2012	4491842	3/4/2014	Registered	IT COSMETICS, LLC
YOUR SKIN BUT BETTER	United States	3	85656121	6/19/2012	4377573	7/30/2013	Registered	IT COSMETICS, LLC
YOUR LASHES BUT BETTER	United States	3	85656137	6/19/2012	4768998	7/7/2015	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
MY LIPS BUT BETTER	United States	3	85627471	5/16/2012	4271709	1/8/2013	Registered	IT COSMETICS, LLC
IT COSMETICS	United States	21	85600815	4/18/2012	4257050	12/11/2012	Registered	IT COSMETICS, LLC
INNOVATIVE TECHNOLOGY COSMETICS	United States	21	85600759	4/18/2012	4257048	12/11/2012	Registered	IT COSMETICS, LLC
IT COSMETICS 	United States	21	85600244	4/17/2012	4257024	12/11/2012	Registered	IT COSMETICS, LLC
ANTI-AGING ARMOUR	United States	3	85534624	2/6/2012	4589151	8/19/2014	Registered	IT COSMETICS, LLC
HELLO LIGHT	United States	3	85489703	12/7/2011	4293250	2/19/2013	Registered	IT COSMETICS, LLC
LOVE STORY	United States	3	85278144	3/27/2011	4120732	4/3/2012	Registered	IT COSMETICS, LLC
DROPS OF LIGHT TECHNOLOGY	United States	3	85278141	3/27/2011	4079447	1/3/2012	Registered	IT COSMETICS, LLC
NO TUG	United States	3, 21	85228753	1/28/2011	4218634	10/2/2012	Registered	IT COSMETICS, LLC
CELEBRATION FOUNDATION	United States	3	85211951	1/6/2011	4210780	9/18/2012	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
HELLO LASHES	United States	3	85211934	1/6/2011	4086585	1/17/2012	Registered	IT COSMETICS, LLC
GROW-LUXE	United States	3	85128636	9/13/2010	4051768	11/8/2011	Registered	IT COSMETICS, LLC
INNOVATIVE TECHNOLOGY COSMETICS	United States	3	85080510	7/8/2010	3923001	2/22/2011	Registered	IT COSMETICS, LLC
INNOVATIVE TECHNOLOGY COSMETICS	United States	35	85080587	7/8/2010	3923013	2/22/2011	Registered	IT COSMETICS, LLC
BROW POWER	United States	3	77838503	9/30/2009	3859275	10/12/2010	Registered	IT COSMETICS, LLC
BYE BYE PORES	United States	3	77797465	8/5/2009	3833838	8/17/2010	Registered	IT COSMETICS, LLC
BYE BYE CONCEALER	United States	3	77797507	8/5/2009	3833839	8/17/2010	Registered	IT COSMETICS, LLC
BYE BYE COSMETICS	United States	3	77797582	8/5/2009	3843923	9/7/2010	Registered	IT COSMETICS, LLC
BYE BYE LID LINES	United States	3	77796754	8/4/2009	3833835	8/17/2010	Registered	IT COSMETICS, LLC
MY YOUTHFUL SMILE	United States	3	77512752	7/1/2008	3674185	8/25/2009	Registered	IT COSMETICS, LLC

Mark	Country	Class	Application Number	Application Date	Registration Number	Registration Date	Status	Registered Owner
BYE BYE UNDER EYE	United States	3	77477452	5/18/2008	3644712	6/23/2009	Registered	IT COSMETICS, LLC
GET WET	United States	3	77454793	4/22/2008	4242184	11/13/2012	Registered	IT COSMETICS, LLC
IT COSMETICS 	United States	3	77346847	12/7/2007	3742874	1/26/2010	Registered	IT COSMETICS, LLC
JE NE SAIS QUOI	United States	3	77299885	10/9/2007	3908329	1/18/2011	Registered	IT COSMETICS, LLC
IT COSMETICS	United States	3	77278386	9/12/2007	3740434	1/19/2010	Registered	IT COSMETICS, LLC
ABS IN A BOX	United States	3	77243423	7/31/2007	3521926	10/21/2008	Registered	IT COSMETICS, LLC
IT GIRL	United States	3	78863243	4/17/2006	4094231	1/31/2012	Pending	IT Cosmetics, LLC

Copyright

None

Domain Names

Domain	Expiration Date
absinabox.com	4/23/2017
anti-agingarmor.com	7/5/2018
anti-agingarmour.com	7/5/2018
antiagingarmor.com	7/5/2018
antiagingarmour.com	7/5/2018
believeitbeauty.com	9/16/2018
browpower.com	2/7/2017
byebyecosmetics.com	10/11/2018

Domain	Expiration Date
byebyeundereye.com	10/11/2018
fullcoveragemoisturizer.com	7/5/2018
fullcoverageserum.com	7/5/2018
getyourskinbutbetter.com	7/5/2018
it-cosmetics.com	10/11/2018
itbeauty.com	8/20/2018
itbrushes.com	12/27/2017
itclinicalbeauty.com	3/8/2017
itcosmeceuticals.com	7/5/2018
itcosmetic.com	4/23/2017
itcosmetics-me.com	10/26/2020
itcosmetics.com	4/15/2025
itcosmetics.mobi	7/5/2018
itcosmetics.net	10/11/2018
itcosmeticsucks.com	4/23/2017
itcosmeticsux.com	4/23/2017
itcosmeticsucks.com	4/23/2017
itcosmeticsux.com	4/23/2017
itforulta.com	10/14/2018
ithair.com	1/19/2018
itscosmetics.com	10/11/2018
itskincare.com	7/5/2018
itskinceuticals.com	7/5/2018
livebeautyfully.com	10/11/2018
livebeautyfully.org	10/14/2018
lovebeautyfully.com	10/14/2018
mysculptedface.com	2/26/2020
problemsolutionbeauty.com	7/5/2018
problemsolutioncosmetics.com	7/5/2018
trybyby.com	10/11/2018
trybyebye.com	10/11/2018
tryitbeauty.com	3/8/2017
tryitclinical.com	3/8/2017
tryitcosmetics.com	3/8/2017
unwrinklepillow.com	10/11/2018
yourskinbutbetternow.com	7/5/2018

Patents

Patent Title	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner
MASCARA BOTTLE	United States	29/551,233	1/12/2016			Pending	IT COSMETICS, LLC

Social Media Accounts

Platform	URL/Identifier
Facebook	https://www.facebook.com/itcosmetics
Twitter	https://twitter.com/itcosmetics
Snapchat	Snapchat Username: ItCosmetics
Instagram	https://www.instagram.com/itcosmetics/
YouTube	https://www.youtube.com/user/itcosmetics
Pinterest	https://www.pinterest.com/itcosmetics/
LinkedIn	https://www.linkedin.com/company/it-cosmetics