

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406326

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shiseido Company, Ltd		08/31/2015	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	AIN HOLDINGS INC		
Street Address:	HIGASHI SAPPORO 5 JO 2-CHOME, SHIROISHI-KU		
City:	HOKKAIDO		
State/Country:	JAPAN		
Postal Code:	003-005		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3787443		
Registration Number:	3790196		
Registration Number:	4232258	AYURA	
CORRESPONDENCE DATA			
Fax Number:	3142382401		
<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:	314-238-2400		
Email:	jsoifer@polsterlieder.com		
Correspondent Name:	Jonathan P Soifer		
Address Line 1:	12412 Powerscourt Dr, Suite 200		
Address Line 4:	St. Louis, MISSOURI 63131		
NAME OF SUBMITTER:	Jonathan P Soifer		
SIGNATURE:	/jonathan p soifer/		
DATE SIGNED:	11/22/2016		
Total Attachments: 2			
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CH \$90.00 3787443

Trademark Assignment

This Trademark Assignment Agreement or (the "Agreement") is made and effective on August 31, 2015 (Date), by and between AIN HOLDINGS INC. (the "Assignee") and **Shiseido Company, Limited** (the "Assignor").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration as referenced below;



- Trademark

No. 3787443, in class 3



- Trademark

No. 3790196 in class 21

AYURA

- Trademark

No. 4232258 in classes 3 and 21

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks and the right to sue for past infringement.


Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration referenced above.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date first above written.



Assignor Masahiko Uotani

Title Representative Director, President and CEO
Shiseido Company, Limited



Assignee Kiichi Otani

Title President and Representative Director
AIN HOLDINGS INC.