

900390887 01/10/2017

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM41.1824

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL.	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Circa LLC		12/16/2016	Corporation DELAWARE
RECEIVING PARTY DATA			
Name:	Alticor Inc. <i>Limited Liability Company</i>		
Street Address:	7575 Fulton Street, East		
City:	Ada		
State/Country:	MICHIGAN		
Postal Code:	49355		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4832993	YOUR BEAUTY YOUR ARTISTRY	
CORRESPONDENCE DATA			
Fax Number:	3123214299		
<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:	312-321-4200		
Email:	officeactions@brinksgilson.com		
Correspondent Name:	Susan H. Frohling		
Address Line 1:	P. O. Box 10395		
Address Line 4:	Chicago, ILLINOIS 60610		
NAME OF SUBMITTER:	Susan H. Frohling		
SIGNATURE:	/Susan H. Frohling/		
DATE SIGNED:	01/10/2017		
Total Attachments: 1			
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CH \$40.00 4832993

TRADEMARK ASSIGNMENT

WHEREAS, Circa LLC., a Delaware Limited Liability Company with a business address of 40 Worth Street, Suite 705, New York, New York 10013 ("Circa"), owns U.S. trademark Registration No. 4,832,993 for YOUR BEAUTY YOUR ARTISTRY, attached at Schedule A ("the Mark"), in connection with "cosmetics; cosmetic preparations;"

WHEREAS, Alticor Inc., a Michigan Corporation with a business address of 7575 Fulton Street East, Ada, Michigan 49355 ("Alticor"), desires to acquire all of Circa's right, title and interest in and to the, the goodwill appurtenant thereto, and the U.S. Registration No .4,832,993.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Circa hereby grants, sells, assigns and transfers to Alticor, all right, title and interest in and to the Mark, together with the goodwill of the business associated with the Mark, and including the U.S. Registration No. 4,832,993.

ALTICOR INC.

CIRCA LLC

By: Lisa A. Smith

By: [Signature]

Name: Lisa A. Smith

Name: Maesa LLC, its Managing Member, by Gregory Mager,

Title: Assistant Secretary

Title: CEO of Maesa LLC

Dated: 1-5-17

Date: 16.12.16