

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM412179

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PHYSICIANS FORMULA COSMETICS, INC.		12/22/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Physicians Formula Inc		
<b>Street Address:</b>	22067 Ferrero Parkway		
<b>City:</b>	City of Industry		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91789		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 31</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2801528	BAKED BRONZER	
<b>Registration Number:</b>	2953835	BAKED COLLECTION	
<b>Registration Number:</b>	3913698	BAKED COLLECTION	
<b>Registration Number:</b>	2352779	BEAUTY SPIRAL	
<b>Registration Number:</b>	2841745	BRIGHT COLLECTION	
<b>Registration Number:</b>	2852080	CONCEALER 101	
<b>Registration Number:</b>	2398555	CONCEALER TWINS	
<b>Registration Number:</b>	2288310	EYEBRIGHTENER	
<b>Registration Number:</b>	2277124	FINELINE	
<b>Registration Number:</b>	2230761	GENTLE COVER	
<b>Registration Number:</b>	2709526	JUNGLE FEVER	
<b>Registration Number:</b>	1949213	LE VELVET	
<b>Registration Number:</b>	1122628	LE VELVET FILM	
<b>Registration Number:</b>	3700489	MINERAL FACEBRIGHTENER	
<b>Registration Number:</b>	2874954	P	
<b>Registration Number:</b>	2973126	P	
<b>Registration Number:</b>	2228941	PEACH-TO-GLOW	
<b>Registration Number:</b>	2460119	PEARLS OF PERFECTION	
<b>Registration Number:</b>	1187307	PHYSICIANS FORMULA	
<b>TRADEMARK</b>			

OP \$790.00 2801528

Property Type	Number	Word Mark
Registration Number:	4147843	PHYSICIANS FORMULA
Registration Number:	3204345	PHYSICIANS FORMULA
Registration Number:	2596062	PLANET BLUSH
Serial Number:	85794524	PLENTIFUL LIP PALETTE
Registration Number:	2003717	PLENTIFULL
Registration Number:	2400377	POWDER PALETTE
Registration Number:	2475987	SELF DEFENSE
Registration Number:	2583857	SENSITIVE SKIN ? BE SENSIBLE !
Registration Number:	2721774	SUMMER ECLIPSE
Registration Number:	1257282	SUN SHIELD
Registration Number:	2070859	TO ANY LENGTHS
Registration Number:	2719467	VITAL LASH

**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:** 9095958898

**Email:** rlin@markwins.com

**Correspondent Name:** Roger Lin

**Address Line 1:** 22067 Ferrero Parkway

**Address Line 4:** City of Industry, CALIFORNIA 91789

<b>NAME OF SUBMITTER:</b>	Roger Lin
<b>SIGNATURE:</b>	/Rlin/
<b>DATE SIGNED:</b>	01/12/2017

**Total Attachments: 2**

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TRADEMARK ASSIGNMENT

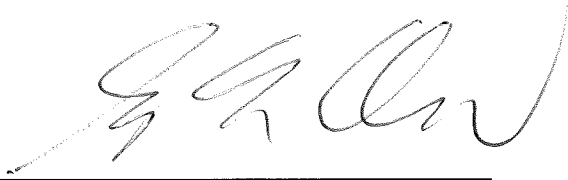
WHEREAS, Physicians Formula Cosmetics, Inc., (hereinafter "ASSIGNOR"), a corporation of the State of Delaware, located and doing business at 22067 Ferrero Parkway, City of Industry, California 91789, is the owner of various marks used for cosmetic products including makeup, skin care preparations and cosmetic applicators collectively referred to as the "Physicians Formula Marks," all associated goodwill and various Applications and Registrations set forth in Exhibit A attached hereto; and

WHEREAS, Physicians Formula Inc., (hereinafter "ASSIGNEE"), a corporation of the State of New York, located and doing business at 22067 Ferrero Parkway, City of Industry, California 91789, desires to acquire the Physicians Formula Marks together with the goodwill of the business associated therewith, and the associated Applications and Registrations;

NOW THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, relay, and release to ASSIGNEE its entire right, title and interest in and to the Physicians Formula Marks, various Applications and Registrations set forth in Exhibit A and all the goodwill of the business associated therewith, together with the right to sue for past infringement thereon.

ASSIGNOR hereby requests and authorizes the Assistant Commissioner of Trademarks to record said Assignment against the United States Applications and Registrations set forth in Exhibit A and reflect ownership in ASSIGNEE. The Assistant Commissioner of Patents and Trademarks is hereby authorized to deliver to ASSIGNEE or its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

Date: 12-22-2016



By: Sung-Tsei Chen  
Title: Chief Executive Officer

**EXHIBIT A**

<b>Mark</b>	<b>Application/Registration Number</b>
BAKED BRONZER	2801528
BAKED COLLECTION (a)	2953835
BAKED COLLECTION (b)	3913698
BEAUTY SPIRAL	2352779
BRIGHT COLLECTION	2841745
CONCEALER 101	2852080
CONCEALER TWINS	2398555
EYEBRIGHTENER	2288310
FINELINE	2277124
GENTLE COVER	2230761
JUNGLE FEVER	2709526
LE VELVET	1949213
LE VELVET FILM	1122628
MINERAL FACEBRIGHTENER	3700489
P & Design 1 (Block)	2874954
P & Design 2 (Retro)	2973126
PEACH-TO-GLOW	2228941
PEARLS OF PERFECTION	2460119
PHYSICIANS FORMULA	1187307
PHYSICIANS FORMULA	4147843
PHYSICIANS FORMULA & Retro Design	3204345
PLANET BLUSH	2596062
PLENTIFUL LIP PALETTE	85794524
PLENTIFULL	2003717
POWDER PALETTE	2400377
SELF DEFENSE	2475987
SENSITIVE SKIN? BE SENSIBLE!	2583857
SUMMER ECLIPSE	2721774
SUN SHIELD	1257282
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