

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM415097

<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>
Avon Products, Inc.		02/06/2017	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Avon NA IP LLC		
<b>Street Address:</b>	601 Midland Avenue		
<b>City:</b>	Rye		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10580		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 24</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4835215	AVON 39 THE WALK TO END BREAST CANCER	
<b>Registration Number:</b>	4984821	AVON MMM...CANDY!	
<b>Registration Number:</b>	2878570	AVON WALK FOR BREAST CANCER	
<b>Registration Number:</b>	5101449	AVON LIVING	
<b>Registration Number:</b>	5055444	BIG & MULTIPLIED	
<b>Registration Number:</b>	5078310	LITTLE BLACK DRESS	
<b>Registration Number:</b>	2396560	NAIL WEAR	
<b>Registration Number:</b>	4990101	REFRESHING BLUE	
<b>Registration Number:</b>	2348483	REPRESENTATIVE TIMES	
<b>Serial Number:</b>	86918317	MARK. EYE CONTACT	
<b>Serial Number:</b>	86918297	MARK. GLOW TOGETHER	
<b>Serial Number:</b>	86918263	MARK. CHEEK MAGNET	
<b>Serial Number:</b>	86918222	MARK. THE BOLD	
<b>Serial Number:</b>	86305463	ANEW ULTIMATE SUPREME	
<b>Serial Number:</b>	86782172	BEAUTIFUL PROMISES KEPT	
<b>Serial Number:</b>	86847829	AAAA SIGNATURE COLLECTION	
<b>Serial Number:</b>	86848535	AAAA SIGNATURE COLLECTION	
<b>Serial Number:</b>	86848582	AAAA SIGNATURE WEEKEND	
<b>Serial Number:</b>	86848680	AAAA SIGNATURE WEEKEND	

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Property Type	Number	Word Mark
Serial Number:	86775664	AVON LIFE
Serial Number:	86691420	AVON NUTRAEFFECTS
Serial Number:	86630097	AVON MUSK STORM
Serial Number:	86648370	AVON TRUE
Serial Number:	86521229	126 CHAMBERS STREET

**CORRESPONDENCE DATA**

Fax Number: 2128087897

*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) 808-7800

Email: trademarks@kelleydrye.com

Correspondent Name: Andrea L. Calvaruso, Esq.

Address Line 1: 101 Park Avenue

Address Line 4: New York, NEW YORK 10178

<b>ATTORNEY DOCKET NUMBER:</b>	AVON NA IP LLC Assignment
<b>NAME OF SUBMITTER:</b>	Andrea L. Calvaruso, Esq.
<b>SIGNATURE:</b>	/Andrea L. Calvaruso/
<b>DATE SIGNED:</b>	02/06/2017

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARKS ("Assignment") is made and entered into as of this 6th day of February 2017, by and between Avon Products, Inc., having its principal place of business at 601 Midland Avenue, Rye, NY 10580 ("Assignor") and Avon NA IP LLC, having its principal place of business at 601 Midland Avenue, Rye, NY 10580 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in, the trademark registrations and applications set forth in Schedule 1 (the "Avon Products IP"); and

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign all right, title and interest in and to the Avon Products IP; and

WHEREAS, the parties desire to formalize said assignment and record same in the United States Patent and Trademark Office;

ACCORDINGLY, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Avon Products IP, together with all common law rights and goodwill of the business symbolized by the Avon Products IP, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past or present infringement, passing off, harm to goodwill, dilution, or misappropriation of the Avon Products IP and the right to collect damages therefor and all income, royalties or payments due as of the date hereof or hereafter.

IN TESTIMONY WHEREOF, Assignor has signed this Assignment or has caused it to be signed and executed by the undersigned representative.

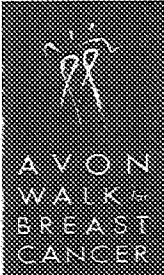
Avon Products, Inc.





By: Kristy Meringblo

Print Name: Kristy Meringblo

Title: Vice President, Litigation, Marketing and  
Intellectual Property

Schedule 1

<u>Trademark</u>	<u>Application/Registration No.</u>	<u>Filing Date or Registration Date</u>
MARK.EYE CONTACT	Ser. No. 86/91,8317	Filed 2/24/2016
MARK.GLOW TOGETHER	Ser. No. 86/918,297	Filed 2/24/2016
MARK.CHEEK MAGNET	Ser. No. 86/918,263	Filed 2/24/2016
MARK.THE BOLD	Ser. No. 86/918,222	Filed 2/24/2016
ANEW ULTIMATE SUPREME	Ser. No. 86/305,463	Filed 6/10/2014
AVON 39 THE WALK TO END BREAST CANCER	Reg. No. 4,835,215	Registered 10/20/2015
AVON MMM...CANDY!	Reg. No. 4,984,821	Registered 6/21/2016
 AVON WALK FOR BREAST CANCER and Design	Reg. No. 2,878,570	Registered 8/31/2004
AVON LIVING	Reg. No. 5,101,449	Registered 12/13/2016
BEAUTIFUL PROMISES KEPT	Ser. No. 86/782,172	Filed 10/8/2015
BIG & MULTIPLIED	Reg. No. 5,055,444	Registered 10/4/2016
LITTLE BLACK DRESS	Reg. No. 5,078,310	Registered 11/8/2016
NAIL WEAR	Reg. No. 2,396,560	Registered 10/17/2000
REFRESHING BLUE	Reg. No. 4,990,101	Registered 6/28/2016
REPRESENTATIVE TIMES	Reg. No. 2,348,483	Registered 4/23/1999

<u>Trademark</u>	<u>Application/Registration No.</u>	<u>Filing Date or Registration Date</u>
SIGNATURE  weekend AAAA SIGNATURE WEEKEND and Design	Ser. No. 86/847,829	Filed 12/14/2015
SIGNATURE  weekend AAAA SIGNATURE WEEKEND and Design	Ser. No. 86/848,535	Filed 12/14/2015
SIGNATURE  weekend AAAA SIGNATURE WEEKEND and Design	Ser. No. 86/848,582	Filed 12/14/2015
SIGNATURE  weekend AAAA SIGNATURE WEEKEND and Design	Ser. No. 86/848,680	Filed 12/14/2015
AVON LIFE	Ser. No. 86/775,664	Filed 10/1/2015
AVON NUTRAEFFECTS	Ser. No. 86/691,420	Filed 7/13/2015
AVON MUSK STORM	Ser. No. 86/630,097	Filed 5/14/2015
AVON TRUE	Ser. No. 86/648,370	Filed 6/2/2015
126 CHAMBERS STREET	Ser. No. 86/521,229	Filed 2/2/2015