

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM422946

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900400864		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harry's Truck Stop, LLC		03/18/2017	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	Shiseido Americas Corporation		
Street Address:	900 Third Avenue, 9th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022-4795		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4128939	ORGASM	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<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:	2127081870		
Email:	lbryer@ladas.com		
Correspondent Name:	Ladas & Parry LLP		
Address Line 1:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	A17TMA91338-US		
NAME OF SUBMITTER:	Lanning G. Bryer		
SIGNATURE:	/LGB/		
DATE SIGNED:	04/07/2017		
Total Attachments: 3			
source=Assign Harrys Truck Stop LLC to Shiseido Americas Corporation in the USA #page1.tif			
source=Assign Harrys Truck Stop LLC to Shiseido Americas Corporation in the USA #page2.tif			
source=Assign Harrys Truck Stop LLC to Shiseido Americas Corporation in the USA #page3.tif			

EXHIBIT B

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **Harry's Truck Stop, LLC**, a limited liability company organized under the laws of the State of Virginia, United States of America, located at 5331 Distributor Drive, Richmond, Virginia 23225, United States of America, [hereinafter called the ASSIGNOR] registered the following trademark at the United States Patent and Trademark Office:

ORGASM

No. 4128939

AND WHEREAS, **Shiseido Americas Corporation**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 900 Third Avenue, 9th Floor, New York, NY 10022-4795, United States of America [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademark and registration thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this *18th* day of *March*, 2017.

Harry's Truck Stop, LLC

By

Mildred Mrs Powell
[Title]

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this *20* day of *March*, 2017.

Shiseido Americas Corporation

By

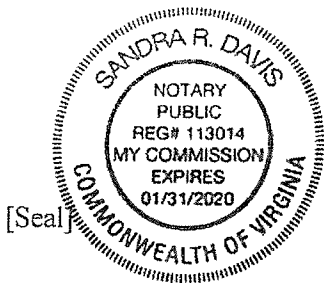
Maria Clavel
[Title]

[See over for Notarial Acknowledgment]

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |
STATE OF *Virginia* | SS:
COUNTY OF *Chesterfield*

On this *18* day of *March*, 2017, before me personally appeared *Michael Moss*, to me known, who, being by me duly sworn, did depose and say that he/she is the *President* of the company described in the foregoing instrument; that he/she executed said instrument on behalf of the said company; that he/she is authorized to execute an instrument of this nature by order of the Board of Directors of said company.



Sandra R. Davis
Notary Public

ASSIGNOR

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA }
STATE OF *New Jersey* } SS:
COUNTY OF *Bergen* }

On this *20* day of *March*, 2017, before me personally appeared *MARIA CHICLANA*, to me known, who, being by me duly sworn, did depose and say that ~~he~~/she is the *SVP + General Counsel + Secretary* of the corporation described in the foregoing instrument; that ~~he~~/she executed said instrument on behalf of the said corporation; that ~~he~~/she is authorized to execute an instrument of this nature by order of the Board of Directors of said corporation.

Maureen Murray

Notary Public

[Seal]

MAUREEN MURRAY
NOTARY PUBLIC
NEW JERSEY
MY COMMISSION EXPIRES: JULY 28, 2018

ASSIGNEE