

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM449867

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <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>    |
| THE PINK ROOM DESIGN STUDIO, INC.   |  | 09/07/2017            | Corporation: NEW YORK |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                       |
| <b>Name:</b>  | SHISEIDO AMERICAS CORPORATION                      |                       |                       |
| <b>Street Address:</b>  | 301 Route 17 North                                 |                       |                       |
| <b>City:</b>  | Rutherford   |                       |                       |
| <b>State/Country:</b>   | NEW JERSEY   |                       |                       |
| <b>Postal Code:</b>   | 07070  |                       |                       |
| <b>Entity Type:</b>   | Corporation: DELAWARE                              |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>   | 4026540  | DARKLY AUDACIOUS      |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                       |
| <b>Fax Number:</b>  |  |                       |                       |
| <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> |  |                       |                       |
| <b>Email:</b>   | dprahl@ladas.com                                   |                       |                       |
| <b>Correspondent Name:</b>  | Dennis S. Prah                                     |                       |                       |
| <b>Address Line 1:</b>  | 1040 Avenue of the Americas                        |                       |                       |
| <b>Address Line 4:</b>  | New York, NEW YORK 10018                           |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Dennis S. Prah                                     |                       |                       |
| <b>SIGNATURE:</b>   | /dp/   |                       |                       |
| <b>DATE SIGNED:</b>   | 11/06/2017   |                       |                       |
| <b>Total Attachments: 1</b>   |  |                       |                       |
| source=Assignment Agreement - DARKLY AUDACIOUS#page1.tif  |  |                       |                       |

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Exhibit A - ASSIGNMENT

WHEREAS, **THE PINK ROOM DESIGN STUDIO, INC.**, a corporation organized under the laws of the State of New York, United States of America, with an office at 1 E 93<sup>rd</sup> Street, #1A, New York, NY 10128, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the following Trademark [hereinafter called the TRADEMARK] registered in the United States Patent and Trademark Office:

**DARKLY AUDACIOUS No. 4026540**

AND WHEREAS, **SHISEIDO AMERICAS CORPORATION**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 301 Route 17 North, 10<sup>th</sup> Floor, Rutherford, NJ 07070, 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 said ASSIGNOR and ASSIGNEE agree as follows:

1. ASSIGNOR by these presents does sell, assign and transfer to the ASSIGNEE, its successors and assigns, all right, title and interest in and to the TRADEMARK, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the TRADEMARK.
2. This Assignment shall be binding upon and inure to the benefit of the Parties including their respective officers, directors, shareholders, agents and representatives, employees, attorneys, related companies, affiliates, subsidiaries, licensees, transfers, heirs, assigns, successors, and all those acting in concert with them or any of them.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 7<sup>th</sup> day of September, 2017

**THE PINK ROOM DESIGN STUDIO, INC.**  
By Mrs. Sarah Barton-King, President

*Sarah Barton-King* PRESIDENT

ASSIGNEE has hereunto executed this instrument this 27<sup>th</sup> day of September, 2017.

**SHISEIDO AMERICAS CORPORATION**  
By *Maria Chiclana*

Maria Chiclana [Title]  
SVP, General Counsel and Secretary