

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM466922

<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>
Shiseido Americas Corporation		03/12/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RV Skincare Brands LLC		
<b>Street Address:</b>	3500 S. DuPont Highway		
<b>City:</b>	Dover		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19901		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77415089	ACNE REPARATIF RÉ VIVE	
<b>Serial Number:</b>	75738060	FERMITIF	
<b>Serial Number:</b>	77095881	FLUIDE SUPERBE	
<b>Serial Number:</b>	78201301	INTENSITE	
<b>Serial Number:</b>	76032093	RE VIVE	
<b>Serial Number:</b>	78237618	RÉ VIVE. GET THE GLOW.	
<b>Serial Number:</b>	78429707	RESEARCH. RENEWAL. RESULTS.	
<b>Serial Number:</b>	75524264	SENSITIF	
<b>Serial Number:</b>	78497282	VOLUMIZING SERUM	
<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>Phone:</b>	212-827-8188		
<b>Email:</b>	tracysoinger@gmail.com		
<b>Correspondent Name:</b>	Tracy Soinger		
<b>Address Line 1:</b>	c/o Tengram Capital Partners		
<b>Address Line 2:</b>	15 Riverside Avenue		
<b>Address Line 4:</b>	Westport, CONNECTICUT 06880		

OP \$240.00 77415089

<b>NAME OF SUBMITTER:</b>	Tracy Soinger
<b>SIGNATURE:</b>	/tsoinger/
<b>DATE SIGNED:</b>	03/23/2018
<b>Total Attachments: 2</b> source=USAssignment#page1.tif source=USAssignment#page2.tif	

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made and entered into as of this 12 day of March, 2018 by Shiseido Americas Corporation, a Delaware corporation having a place of business at 301 Route 17 North, 10th Floor, Rutherford, New Jersey 07070 (hereinafter "Assignor") in favor of RV Skincare Brands LLC, a Delaware limited liability company having a place of business at 3500 South DuPont Highway, Dover, Delaware 19901 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the registered marks set out on Exhibit A hereto (hereinafter the "Marks"); and

WHEREAS, Assignee desires to acquire the rights ASSIGNOR has in and to said Marks and registrations thereof along with the goodwill associated with said Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE its entire right, title, and interest in and to the Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks and the registrations thereof, and all other rights which ASSIGNOR has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Marks and registrations, the same to be held and enjoyed by ASSIGNEE, its successors and assigns

**SHISEIDO AMERICAS CORPORATION**

By: Maria Chiclana

Name: Maria Chiclana

Title: SVP General Counsel + Secretary

Date: 3/12/2018

**RV SKINCARE BRANDS LLC**

By: Andrew R. Tomsons

Name: Andrew R. Tomsons

Title: VP

Date: 3/1/2018

**EXHIBIT A**

<u>MARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
ACNE REPARATIF RÉ VIVE	77415089	3787890
FERMITIF	75738060	2491295
FLUIDE SUPERBE	77095881	3423711
INTENSITE	78201301	2874338
RÉ VIVE	76032093	2539403
RÉ VIVE. GET THE GLOW.	78237618	2875712
RESEARCH. RENEWAL. RESULTS.	78429707	2970559
SENSITIF	75524264	2423796
VOLUMIZING SERUM	78497282	3074901