

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM468180

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Agency for the Performing Arts, Inc.		02/23/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CVS Pharmacy, Inc.		
Street Address:	1160 One CVS Drive		
City:	Woonsocket		
State/Country:	RHODE ISLAND		
Postal Code:	02895		
Entity Type:	Corporation: RHODE ISLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86731920	BEAUTY IN REAL LIFE	
Serial Number:	86731927	BEAUTY IRL	
CORRESPONDENCE DATA			
Fax Number:	2125939175		
<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:	(212) 980-0120		
Email:	FRobinson@fkks.com, pto@fkks.com		
Correspondent Name:	Frankfurt Kurnit Klein & Selz, PC		
Address Line 1:	Attn: Catherine M.C. Farrelly		
Address Line 2:	488 Madison Avenue Fl. 10		
Address Line 4:	New York, NEW YORK 10022-5754		
ATTORNEY DOCKET NUMBER:	024488.0400 - CI 25,35,41		
NAME OF SUBMITTER:	Catherine M.C. Farrelly		
SIGNATURE:	/cmcf/		
DATE SIGNED:	04/02/2018		
Total Attachments: 3			
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OP \$65.00 86731920

TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is made and entered into as of February 23, 2018, by and between Agency for the Performing Arts, Inc., a Delaware corporation having a business address of 405 Beverly Drive, Beverly Hills, CA 90212 ("Assignor") and CVS Pharmacy, Inc., a Rhode Island corporation having a business address of 1160 One CVS Drive, Woonsocket, RI 02895 ("Assignee").

WHEREAS, Assignor has filed the following trademark applications with the United States Patent and Trademark Office, based on its bona fide intent to use the subject marks thereof in United States commerce (the "Applications"), and has not yet filed allegations of use in support thereof:

Mark	Ser. No.	Goods and Services
BEAUTY IN REAL LIFE	86/731,920	<p><u>Cl. 25:</u> Clothing, namely, t-shirts, shirts, tank-tops, blouses, sweatshirts, hooded sweatshirts, sports jerseys, jerseys, jackets, sweaters, overcoats, pants, jeans, trousers, overalls, shorts, dresses, skirts, jumper dresses, pajamas, swimsuits, beach cover-ups, leggings, leg warmers, socks, stockings, hosiery, belts, scarves, ties, lingerie, underclothes; Headwear, namely, caps, hats, visors; Footwear, namely, beach shoes, boots, boots for sports, heels, inner soles, lace boots, sandals, shoes, sneakers, slippers, sports shoes, flip flops;</p> <p><u>Cl. 35:</u> Advertising and marketing services, namely, promoting the goods and services of others; advertising services; promoting the goods and services of others by providing a website in the field of beauty; advertising and commercial information services, provided via the Internet and mobile devices; promoting the goods and services of others by providing a website featuring information regarding beauty related products and services; advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, Internet marketing, electronic mail, mobile marketing, blogging and other forms of passive, sharable or viral communications channels;</p> <p><u>Cl. 41:</u> Entertainment services, namely, planning and conducting festivals featuring beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games; organizing events in the field of beauty, dance, culinary, comedy, art, fashion, sports, electronic sports and video games for cultural or educational purposes; providing a continuing program about beauty accessible by means of a global computer networks; disseminating information relating to Entertainment and festivals via a global computer network; and entertainment services, namely, the provision of continuing programs and shows featuring performances in the fields of beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games delivered by television broadcast; Entertainment in the nature of on-going television programs featuring information about beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games; Entertainment services, namely, providing podcasts featuring information about beauty, fashion, dance, culinary, comedy, art sports, electronic sports</p>

		and video games; entertainment services, namely, providing a web site featuring photographic, video and prose presentations featuring information about beauty, fashion, dance, culinary, comedy, art, sports, electronic sports, and video games; Entertainment media production services for motion pictures, television and Internet; Online digital video, audio and multimedia entertainment publishing services; Online digital publishing services; Entertainment services, namely, conducting contests; Educational and entertainment services, namely, a continuing program about beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games accessible by means of radio, television, satellite, audio, video, web-based applications, mobile phone applications, computer networks, all of the foregoing excludes automobile racing.
BEAUTY IRL	86/731,927	<p><u>Cl. 35</u>: Advertising and marketing services, namely, promoting the goods and services of others; advertising services; promoting the goods and services of others by providing a website in the field of beauty; advertising and commercial information services, provided via the Internet and mobile devices; promoting the goods and services of others by providing a website featuring information regarding beauty related products and services; advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, Internet marketing, electronic mail, mobile marketing, blogging and other forms of passive, sharable or viral communications channels;</p> <p><u>Cl. 41</u>: Entertainment services, namely, planning and conducting festivals featuring beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games; organizing events in the field of beauty, dance, culinary, comedy, art, fashion, sports, electronic sports and video games for cultural or educational purposes; providing a continuing program about beauty accessible by means of a global computer networks; disseminating information relating to Entertainment and festivals via a global computer network; and entertainment services, namely, the provision of continuing programs and shows featuring performances in the fields of beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games delivered by television broadcast; Entertainment in the nature of on-going television programs featuring information about beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games;</p> <p>Entertainment services, namely, providing podcasts featuring information about beauty, fashion, dance, culinary, comedy, art sports, electronic sports and video games; entertainment services, namely, providing a web site featuring photographic, video and prose presentations featuring information about beauty, fashion, dance, culinary, comedy, art, sports, electronic sports, and video games; Entertainment media production services for motion pictures, television and Internet; Online digital video, audio and multimedia entertainment publishing services; Online digital publishing services; Entertainment services, namely, conducting contests; Educational and entertainment services, namely, a continuing program about beauty, fashion, dance, culinary, comedy, art, sports, electronic sports and video games</p>

	accessible by means of radio, television, satellite, audio, video, web-based applications, mobile phone applications, computer networks, all of the foregoing excludes automobile racing.
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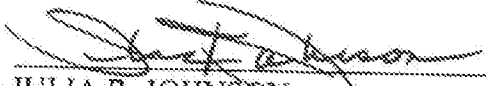
WHEREAS, Assignor desires to assign to Assignee all of its right, title, and interest in and to the foregoing trademarks, together with the portion of its business relating thereto, all goodwill associated therewith, and the Applications, and Assignee desires to acquire all of the foregoing.

NOW, THEREFORE, in exchange for the promises and mutual covenants set forth herein, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

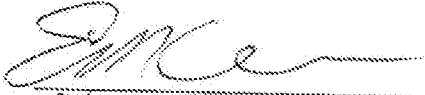
1. Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the trademarks BEAUTY IN REAL LIFE and BEAUTY IRL, together with the Applications, the portion of its business relating thereto, and all goodwill associated therewith. Assignor agrees to take such further action as may reasonably be required to permit Assignee to record its ownership thereof with the United States Patent and Trademark Office.
2. As part of the foregoing assignment, Assignor assigns to Assignee its registrations for (a) the domain name beautyirl.com; and (b) social media handles relating to the BEAUTY IRL and/or BEAUTY IN REAL LIFE trademarks, including on Facebook and Instagram; and will work in cooperation with Assignee to effect the transfer of ownership of such registrations on timing to which the parties mutually agree.

IN WITNESS WHEREOF, each party has caused this Trademark Assignment to be executed as of the date first set forth above by its duly authorized representative.

AGENCY FOR THE PERFORMING ARTS,
INC.

By: 
Name: JULIA R. JOHNSON
Title: EVP and General Counsel

CVS PHARMACY, INC.

By: 
Name: ERIN M. CONDON
Title: SENIOR DIRECTOR, MARKETING