

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481751

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pettenon Cosmetics S.p.A.		06/28/2018	Società Per Azioni (Spa): ITALY
RECEIVING PARTY DATA			
Name:	European Beauty Concepts Ltd.		
Street Address:	143 Woodworth Avenue		
City:	Yonkers		
State/Country:	NEW YORK		
Postal Code:	10701-2512		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5196075	COLOREGO	
CORRESPONDENCE DATA			
Fax Number:	2124255288		
<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:	2124257200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Jonathan D. Reichman, Esq.		
Address Line 1:	One Broadway		
Address Line 4:	New York, NEW YORK 10004		
NAME OF SUBMITTER:	Jonathan D. Reichman, Esq.		
SIGNATURE:	/Jonathan D. Reichman/		
DATE SIGNED:	07/13/2018		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK (this "Assignment"), effective *nunc pro tunc* as of the 1st day of January, 2018, is made by and between Petteon Cosmetics S.p.A. (the "Assignor") and European Beauty Concepts Ltd (the "Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of any and all rights in the United States in and to the registered and/or pending trademark(s) application(s) identified on Schedule 1 and made a part hereof (collectively, the "Mark");

WHEREAS, in connection with that certain Agreement and Release dated November 17, 2017 by and among Assignor, Petteon North America, Inc. and Assignee (the "Agreement"), Assignee wishes to acquire from Assignor, and Assignor wishes to assign, transfer, convey and deliver to Assignee, any and all rights which Assignor owns in and to the Mark in the United States, together with any common law, statutory or other rights therein in the United States, and any goodwill of the business associated with the use of or symbolized by the Mark in the United States, in accordance with the terms and conditions set forth herein.

NOW THEREFORE, for good and valuable consideration contained herein and within the Agreement, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, do hereby agree as follows:

1. Defined Terms. All defined terms herein adopt their meaning as defined in the Agreement. Where this Assignment provides a different meaning for any term or terms, this Assignment's definition shall be controlling for the purposes of this Assignment only.

2. Conveyance and Acceptance. Effective as of the date hereof, Assignor hereby irrevocably and without reservation sells, assigns, transfers, conveys, bequeaths and delivers to Assignee (and to Assignee's successors and assigns), and Assignee hereby accepts, any and all of Assignor's rights, title and interest in and to the Mark in the United States, including without limitation all common law, statutory and other rights therein, and any and all trademark registrations and trademark registration applications relating to the Mark in the United States, together with all rights to any and all proceeds, benefits, privileges, causes of action, and remedies relating to the Mark in the United States, all rights to bring an action, whether at law or in equity, for infringement, dilution, misappropriation, misuse or other violation of the Mark in the United States against any third party, all rights to recover damages, profits and injunctive relief for all past, present or future infringement, dilution, misappropriation, misuse or other violation of the Mark in the United States, and any and all goodwill of the business associated with the use of, or symbolized by, the Mark in the United States.

3. Recordation. Assignor and Assignee recognize that Assignee shall have the right, but shall have no obligation, to record this Assignment with any governmental entity.

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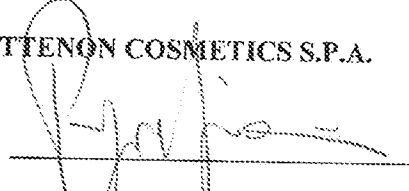


4. Further Acts. Without additional consideration, Assignor and any affiliates, subsidiaries, directors, employees, successors or assigns shall duly execute and deliver, or cause to be duly executed and delivered, such further instruments and do and cause to be done such further acts and things, including without limitation the filing of such assignments, agreements, documents and instruments as may be necessary or as Assignee may reasonably request, in order to fulfill the purposes and intent of this Assignment.

IN WITNESS WHEREOF, each of the parties has caused this Assignment to be duly executed and delivered as of the day and year first above written.

ASSIGNOR:

PETTENON COSMETICS S.P.A.

By: 

Name: GIANNI PEGORIN

Title: CHAIRMAN OF THE BOARD OF DIRECTORS

Date: 28/06/2018

ASSIGNEE:

EUROPEAN BEAUTY CONCEPTS LTD

By: 

Name: Ramon P. Perez

Title: PRESIDENT CEO

Date: 6-14-2018

[Signature Page to IP Assignment]

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