

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496166

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alaur Dermatologicals, LLC		10/25/2018	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Tarte, Inc.		
Street Address:	1375 Broadway, Suite 800		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4384389	PARK AVENUE GLOW	
CORRESPONDENCE DATA			
Fax Number:	7753338171		
<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>			
Email:	mfrancis@bhfs.com		
Correspondent Name:	Matthew D. Francis		
Address Line 1:	5371 Kietzke Lane		
Address Line 4:	Reno, NEVADA 89511		
NAME OF SUBMITTER:	Matthew D. Francis		
SIGNATURE:	/Matthew D. Francis/		
DATE SIGNED:	10/31/2018		
Total Attachments: 2			
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source=Executed Trademark Assignment Agreement Park Avenue Glow#page2.tif			

OP \$40.00 4384389

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Assignment") of the trademark "Park Avenue Glow" (the "Mark") and accompanying U.S. Trademark Registration No. 4,384,389 ("389 Reg.") is made effective as of July 12, 2018 from Alaur Dermatologicals LLC of 1040 Park Avenue New York, New York 10028 ("Assignor"), to Tarte, Inc. of 1375 Broadway, Suite 800, New York, New York 10018 ("Assignee").

WHEREAS, Assignor is a limited liability company organized and existing under the laws of the State of New York;

WHEREAS, Assignor is the registrant of U.S. Trademark Registration No. 4,384,389; and

WHEREAS, Assignor hereby desires to convey, transfer, assign, deliver, and contribute to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark and U.S. Trademark Registration No. 4,384,389, along with any and all goodwill associated therewith.

NOW, THEREFORE, in consideration of valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark and U.S. Trademark Registration No. 4,384,389, along with any and all goodwill associated therewith.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment on this 25th day of ~~September, 2018.~~ day of October 2018.

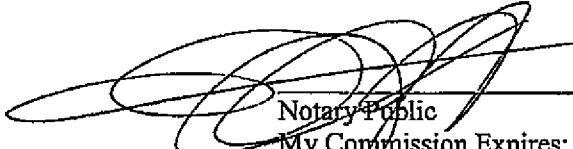
By: Cheryl Lefkovits
Cheryl Lefkovits, President
Alaur Dermatologicals LLC, a New York limited liability company

ACKNOWLEDGEMENT

STATE of New York }
 }ss:
COUNTY of New York }

On this 25 day of October, 2018, before me personally appeared Cheryl Lefkovits, as President of Alaur Dermatologicals LLC, a New York limited liability company whose identity was proven to me on the basis of satisfactory evidence to be the person who he or she claims to be, and acknowledged that he or she signed the above/attached document in her authorized and representative capacity as Manager.

(SEAL)


Notary Public
My Commission Expires: 6/6/2020

NEEMCHAND GANESH
Notary Public - State of New York
NO. 01GA6343098
Qualified in Bronx County
My Commission Expires Jun 6, 2020

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