

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM507742

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/31/2018		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MATCHCo.		01/09/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shiseido Americas Corporation		
<b>Street Address:</b>	301 Route 17 North, 10th Floor		
<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: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5233240	MATCHCO	
<b>Registration Number:</b>	5233241	MATCHCO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122468959		
<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>	2127083460		
<b>Email:</b>	slebson@ladas.com		
<b>Correspondent Name:</b>	Ladas & Parry		
<b>Address Line 1:</b>	1040 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	A19TMA09045US		
<b>NAME OF SUBMITTER:</b>	Scott Lebson		
<b>SIGNATURE:</b>	/sjl/		
<b>DATE SIGNED:</b>	01/29/2019		
<b>Total Attachments: 4</b>			
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**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS, **MATCHCo.**, a corporation organized under the laws of the State of Delaware, United States of America, located at 1421 Fifth Street, Santa Monica, California 90401, United States of America, [hereinafter the "ASSIGNOR"] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

**[Set forth on the attached schedule]**

AND WHEREAS, **Shiseido Americas Corporation**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located 301 Route 17 North, 10<sup>th</sup> Floor, Rutherford, New Jersey 07070, United States of America [hereinafter the "ASSIGNEE"] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

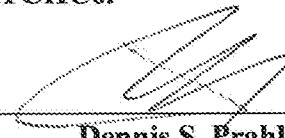
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

This assignment shall be deemed to be effective as and from December 31, 2018.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 9<sup>th</sup> day of January, 2019.

**MATCHCo.**

By



**Dennis S. Frahl**  
**Authorized Signatory**

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 9<sup>th</sup> day of January, 2019.

**Shiseido Americas Corporation**

By



**Lanning G. Bryer**  
**Authorized Signatory**

[See over for Notarial Acknowledgment]

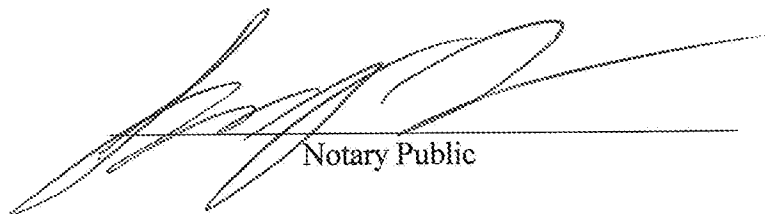
**TRADEMARK**

**REEL: 006544 FRAME: 0645**

**CORPORATE ACKNOWLEDGMENT**

**UNITED STATES OF AMERICA** |  
|  
**STATE OF NEW YORK** | **SS:**  
|  
**COUNTY OF NEW YORK** |

On this 9<sup>th</sup> day of January, 2019, before me personally appeared **Dennis S. Prahl**, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the corporation described in the foregoing instrument; that he executed said instrument on behalf of the said corporation; that he is authorized to execute an instrument of this nature by order of the Board of Directors of said corporation.

  
\_\_\_\_\_  
Notary Public

[Seal]

SCOTT J. LEBSON  
Notary Public, State of New York  
No. 02LE6105173  
Qualified in New York County  
Commission Expires February 2, 2020

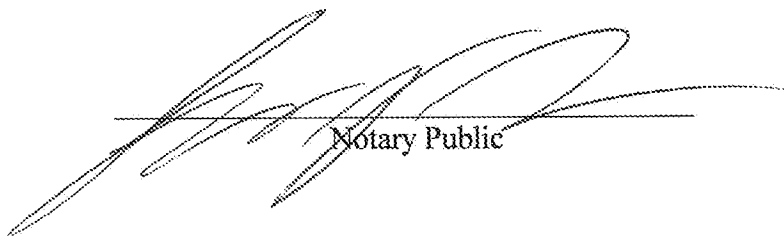
**ASSIGNOR**

**TRADEMARK**  
**REEL: 006544 FRAME: 0646**

**CORPORATE ACKNOWLEDGMENT**

UNITED STATES OF AMERICA |  
STATE OF NEW YORK | SS:  
COUNTY OF NEW YORK |

On this 9<sup>th</sup> day of January, 2019, before me personally appeared **Lanning G. Bryer**, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the corporation described in the foregoing instrument; that he executed said instrument on behalf of the said corporation; that he is authorized to execute an instrument of this nature by order of the Board of Directors of said corporation.

  
Notary Public

[Seal]

SCOTT J. LEBSON  
Notary Public, State of New York  
No. 02LE6105173  
Qualified in New York County  
Commission Expires February 2, 2020

**ASSIGNEE**

**TRADEMARK**  
**REEL: 006544 FRAME: 0647**

UNITED STATES OF AMERICA

SCHEDULE

**MATCHCo (stylized) with scale base and diamond  
and butterfly**

**No. 5233240**

**MATCHCo (Stylized)**

**No. 5233241**