

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM508809

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Avon Products, Inc.		02/04/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Avon NA IP LLC		
Street Address:	601 Midland Avenue		
City:	Rye		
State/Country:	NEW YORK		
Postal Code:	10580		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	86924380	AVON BEAUTY FOR A PURPOSE	
Serial Number:	86924422	AVON BELLEZA POR UN PROPÓSITO	
Registration Number:	5036377	SAVED BY THE GEL	
Registration Number:	4999774	ULTRA SEXY HEART	
Registration Number:	5306968	FAR AWAY INFINITY	
Registration Number:	0832656	WILD COUNTRY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2128087800		
Email:	trademarks@kelleydrye.com		
Correspondent Name:	Andrea L. Calvaruso		
Address Line 1:	101 Park Avenue		
Address Line 2:	Kelley Drye & Warren LLP		
Address Line 4:	New York, NEW YORK 10178		
ATTORNEY DOCKET NUMBER:	025591-0010		
NAME OF SUBMITTER:	Andrea L. Calvaruso		
SIGNATURE:	/Andrea L. Calvaruso/		
DATE SIGNED:	02/05/2019		

OP \$165.00 86924380

Total Attachments: 2

source=Avon NA IP LLC Assignment#page1.tif

source=Avon NA IP LLC Assignment#page2.tif

ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARKS ("Assignment") is made and entered into as of this 4th day of February 2019, by and between Avon Products, Inc., having its principal place of business at 1 Avon Place, Suffern, NY 10901 ("Assignor") and Avon NA IP LLC, having its principal place of business at 601 Midland Avenue, Rye, NY 10580 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in, the trademark registrations and applications set forth in Schedule 1 (the "Avon Products IP"); and

WHEREAS, Assignee wishes to acquire and Assignor wishes to assign all right, title and interest in and to the Avon Products IP; and

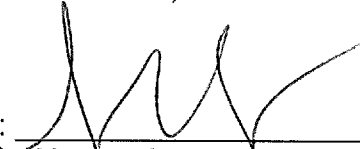
WHEREAS, the parties desire to formalize said assignment and record same in the United States Patent and Trademark Office;

ACCORDINGLY, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Avon Products IP, together with all common law rights and goodwill of the business symbolized by the Avon Products IP, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past or present infringement, passing off, harm to goodwill, dilution, or misappropriation of the Avon Products IP and the right to collect damages therefor and all income, royalties or payments due as of the date hereof or hereafter.

IN TESTIMONY WHEREOF, Assignor has signed this Assignment or has caused it to be signed and executed by the undersigned representative.

Avon Products, Inc.

By: 

Print Name: Ginny Edwards

Title: Vice President, Associate General Counsel
and Corporate Secretary

TRADEMARK

REEL: 006556 FRAME: 0692

Schedule 1

<u>Trademark</u>	<u>Application/Registration No.</u>	<u>Filing Date or Registration Date</u>
AVON BEAUTY FOR A PURPOSE	Ser. No. 86/924,380	Filed 3/1/16
AVON BELLEZA POR UN PROPÓSITO	Ser. No. 86/924,422	Filed 3/1/16
SAVED BY THE GEL	Reg. No. 5,036,377	Registered 9/6/16
ULTRA SEXY HEART	Reg. No. 4,999,774	Registered 7/12/16
FAR AWAY INFINITY	Reg. No. 5,306,968	Registered 10/10/17
WILD COUNTRY	Reg. No. 832,656	Registered 7/25/67