

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM514515

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/31/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BARE ESCENTIALS BEAUTY, INC.		01/28/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Shiseido Americas Corporation		
Street Address:	301 Route 17 North, 10th Floor		
City:	Rutherford		
State/Country:	NEW JERSEY		
Postal Code:	07070		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87695333	FIERCELY FLUSH	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	2127083460		
Email:	slebson@ladas.com		
Correspondent Name:	Ladas & Parry		
Address Line 1:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	A19TMA08892-US		
NAME OF SUBMITTER:	Scott Lebson		
SIGNATURE:	/sjl/		
DATE SIGNED:	03/15/2019		
Total Attachments: 4			
source=Assignment docs - United States - TM App 87695333#page1.tif			
source=Assignment docs - United States - TM App 87695333#page2.tif			
source=Assignment docs - United States - TM App 87695333#page3.tif			

CH \$40.00 87695333

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **BARE ESSENTUALS BEAUTY, INC.**, a corporation organized under the laws of the State of Delaware, United States of America, located at 71 Stevenson Street, 22nd Floor, San Francisco, California 94105, United States of America, (hereinafter the "ASSIGNOR") has intended to use the marks in commerce and has filed applications now assigned the serial numbers set forth on the attached schedule indicating that intention, but has not yet filed a Statement of Use of use under Section l(c) or l(d) of the Trademark Act. Applicant is assigning the marks in the above identified applications as part of the entire business or portion thereof to which the mark pertain, as required by §15 U.S.C. 1060;

AND WHEREAS, **Shiseido Americas Corporation**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 301 Route 17 North, 10th 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 the applications for the registration of the trademarks, and the goodwill of the business symbolized thereby.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration to the said ASSIGNEE.

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

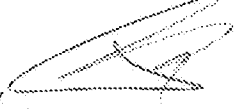
IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 28th day of January, 2019.

BARE ESSENTUALS BEAUTY, INC.

By 
Lanning G. Bryer
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 28th day of January, 2019.

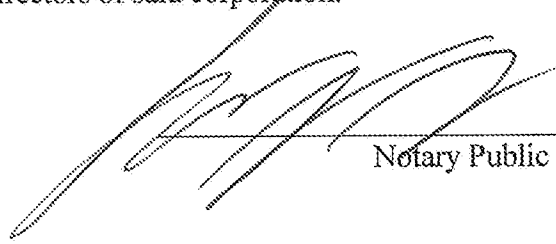
Shiseido Americas Corporation

By 
Dennis S. Prahl
Authorized Signatory

CORPORATE ACKNOWLEDGMENT


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

On this 28th 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. 02166105173
Qualified in New York County
Commission Expires February 2, 2020 

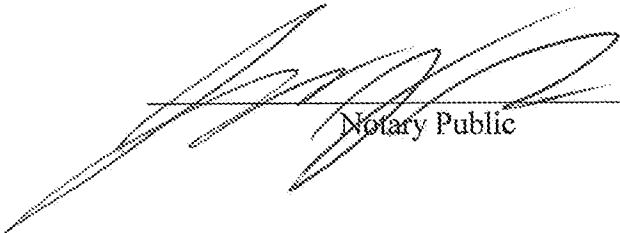
ASSIGNOR

TRADEMARK
REEL: 006592 FRAME: 0161

CORPORATE ACKNOWLEDGMENT

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

On this 28th 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

ASSIGNEE

TRADEMARK
REEL: 006592 FRAME: 0162

UNITED STATES OF AMERICA

SCHEDULE

FIERCELY FLUSH

Application No. 87/695333
November 22, 2017