

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM568224

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Studio Make-Up Corporation		02/27/2020	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	AdoreMe, Inc.		
Street Address:	16 East 24th Street, 14th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2960099	BEAUTY BAR	
Registration Number:	3651568	MY BIGGEST LASHES	
Registration Number:	3661239	MY BLACKEST LASHES	
CORRESPONDENCE DATA			
Fax Number:	9495676710		
<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:	5039434828		
Email:	mweddington@orrick.com, ipprosecution@orrick.com		
Correspondent Name:	Orrick, Herrington & Sutcliffe LLP		
Address Line 1:	2050 Main St., Suite 1100		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	35348.6000		
NAME OF SUBMITTER:	Kristin S. Cornuelle		
SIGNATURE:	/Kristin S. Cornuelle/		
DATE SIGNED:	03/20/2020		
Total Attachments: 2			
source=Studio Makeup IP Assignment EXECUTED 2.27.2020#page1.tif			

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ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY is made by STUDIO MAKE-UP CORPORATION, a Florida corporation having a place of business at 1441 West Newport Center Drive Deerfield, FL 33442 ("Assignor," which formerly operated as Prestige Cosmetics Corporation), in favor of AdoreMe, Inc. a Delaware corporation, having a place of business at 16 East 24th Street, 14th Floor, New York, NY 10016 ("Assignee").

WHEREAS, Assignor represents and warrants that Assignor owns all right, title, and interest in and to the trademarks and service marks and applications therefor identified in the attached Schedule A, incorporated herein by this reference (the "Marks"), and the goodwill associated therewith;

WHEREAS, Assignor desires to assign the Marks, together with the goodwill associated therewith, to Assignee, and Assignee desires to acquire the Marks, together with the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title, and interest in the Marks, world-wide, including all common law rights therein and all applications to register, and any registrations thereof, together with the goodwill associated therewith, including, without limitation, all rights to sue and collect damages, costs, and fees in Assignee's own name for any and all past, present, or future infringement, dilution, or other injury to the goodwill thereof.

IN WITNESS WHEREOF, the parties have executed this Assignment of Intellectual Property by their duly authorized officers to be effective as of December 20, 2019.

For STUDIO MAKE-UP CORPORATION

By:

Name: Jacques Cohen

Title: President

Date: February 27, 2020

For ADOREME, INC.

By:

Name: Charlotte Morgan

Title: General Counsel

Date: 2/27/2020

Schedule A

U.S. Patent & Trademark Office

Title	Country	Official No.	Application Date	Registration Date	Local Classes	Case Status
BEAUTY BAR	U.S.	2960099	Apr-04-2002	Jun-07-2005	3	Registered
MY BIGGEST LASHES	U.S.	3651568	Jul-07-2008	Jul-07-2009	3	Registered
MY BLACKEST LASHES	U.S.	3661239	Jul-07-2008	Jul-28-2009	3	Registered

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