

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM579250

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CosmaxBTI, Inc.		05/22/2020	Corporation: KOREA, REPUBLIC OF
RECEIVING PARTY DATA			
Name:	Cosmax USA, Corporation		
Street Address:	65 Challenger Rd.		
Internal Address:	Suite 130		
City:	Ridgefield Park		
State/Country:	NEW JERSEY		
Postal Code:	07660		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Serial Number:	88629407	EARTH TO LIPS	
Serial Number:	88629375	EARTH TO CHEEKS	
Serial Number:	88629352	EARTH TO EYES	
Serial Number:	88629161	LOOK PRO!	
Serial Number:	88629132	ALL MATTE UP	
Serial Number:	88629074	TOP TEN	
Serial Number:	88629026	OOPSY PROOF	
Serial Number:	88628974	STROKE OF GORGEOUS	
Registration Number:	5113352	NUWORLD BEAUTY	
Registration Number:	5113343	NUWORLD BEAUTY	
CORRESPONDENCE DATA			
Fax Number:	2028428465		
<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:	202-842-8800		
Email:	dctrademarks@faegredrinker.com		
Correspondent Name:	Jennifer L. Dean		
Address Line 1:	Faegre Drinker Biddle & Reath LLP		

OP \$265.00 88629407

Address Line 2: 1500 K Street, NW, Suite 1100
Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER: 220698.589137

NAME OF SUBMITTER: Jeremy T. Bui

SIGNATURE: /jeremy t. bui/

DATE SIGNED: 06/02/2020

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is effective as of the date of the last signature below, by and between CosmaxBTI, Inc., a Korean corporation with an address of F-801, 255 Pangyo-ro, Bundang-gu, Seongnam-si Gyeonggi-do, Republic of Korea 13486 ("Assignor"), on the one hand, and Cosmax USA, Corporation, a Delaware corporation with an address of 65 Challenger Rd., Suite 130, Ridgefield Park, NJ 07660 ("Assignee"), on the other hand.

WHEREAS, Assignor possesses all rights, title and interest in and to the marks and names shown on Exhibit A and the common law rights thereto, as well as the applications and registrations therefor (collectively, the "Trademarks").

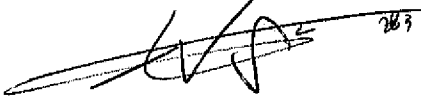
WHEREAS, Assignee wishes to acquire all rights, title and interest in and to the Trademarks, and the goodwill of the business symbolized thereby, including that portion of the business to which the Trademarks pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor hereby transfers, conveys and assigns to Assignee all rights, title and interest in and to the Trademarks, together with the trade name and common law rights thereto, the applications therefor, the goodwill of the business symbolized by the Trademarks, including that portion of the business to which the Trademarks pertain, the right to apply for and receive registrations of the Trademarks throughout the United States and in all other countries of the world, and the right to sue and recover damages for past, present and future infringements. This assignment is made to Assignee, its successors and assigns, to have and to hold such assets for its own use and benefit forever.

ASSIGNOR: CosmaxBTI, Inc.

ASSIGNEE: Cosmax USA, Corporation

By:  _____

By:  _____

Name: Byung Joo Lee

Name: Sarah Buel

Title: CEO

Title: CMO

Date: 5/22/2020

Date: 5/22/2020

EXHIBIT A

TRADEMARKS

	Trademark	U.S. App. No / Reg. No.
1.	EARTH TO LIPS	88/629,407
2.	EARTH TO CHEEKS	88/629,375
3.	EARTH TO EYES	88/629,352
4.	LOOK PRO!	88/629,161
5.	ALL MATTE UP	88/629,132
6.	TOP TEN	88/629,074
7.	OOPSY PROOF	88/629,026
8.	STROKE OF GORGEOUS	88/628,974
9.	NUWORLD BEAUTY	5,113,352
10.	NUWORLD BEAUTY	5,113,343

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