

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM614211

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900578761		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L'oreal		09/29/2020	Société Anonyme (Sa):
RECEIVING PARTY DATA			
Name:	L'Oreal USA Creative, Inc.		
Street Address:	10 Hudson Yards		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6158273	MAYBELLINE ULTIMATTE	
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:	2129844177		
Email:	lisa.gigliotti@loreal.com		
Correspondent Name:	Lisa M. Gigliotti		
Address Line 1:	10 Hudson Yards		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Lisa M. Gigliotti		
SIGNATURE:	/Lisa M. Gigliotti/		
DATE SIGNED:	12/14/2020		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK (this "Assignment") is made, effective as of September 29, 2020, by L'Oréal, a French Société Anonyme with a place of business at 14, rue Royale, Paris, France 75008 ("Assignor"), in favor of L'Oréal USA Creative, Inc., a Delaware corporation located and doing business at 10 Hudson Yards, New York, NY 10001 ("Assignee").

WHEREAS, Assignor is the owner of U.S. Trademark Registration No. 6158273 for the mark MAYBELLINE ULTIMATTE for make-up, including common law rights and all goodwill associated therewith ("Trademark"); and

WHEREAS, Assignee is desirous of acquiring all rights to the Trademark, associated goodwill, and corresponding registration.

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

1. Transfer of Trademark. Assignor hereby transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Trademark, any and all U.S. common law rights therein, all goodwill associated with, corresponding to, symbolized by and embodied in the Trademark, and the U.S. Trademark Registration noted above, together with the right to recover for past, present and future infringements pertaining to the use thereof.

2. Recordation of Assignment. Assignor will cooperate with Assignee, as Assignee may reasonably request, to assist Assignee in recording this Assignment in the United States Patent and Trademark Office.

3. Binding Effect. This assignment shall be binding upon Assignor, its successors and assigns, and shall inure to the benefit of Assignee, its nominees, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of the date first above written.

L'ORÉAL



By: _____

Name: Delphine de Chalvron

Title: General Counsel, Intellectual Property & Media