

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621356

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jafra Cosmetics, S.A. de C.V.		11/01/2020	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	Jafra Cosmetics International, Inc.		
Street Address:	2451 Townsgate Road		
City:	Westlake Village		
State/Country:	CALIFORNIA		
Postal Code:	91361		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Registration Number:	2021127	ADORISSE	
Registration Number:	5387999	ADORISSE NIGHT	
Registration Number:	2257867	ALWAYS COLOR	
Registration Number:	1975243	EAU D'AROMES	
Registration Number:	2286423	EPIC	
Registration Number:	2190871	F M FORCE MAGNETIQUE	
Registration Number:	1269604	JAFRA	
Registration Number:	2351448	JAFRA	
Registration Number:	0677471	JAFRA	
Registration Number:	5814970	JAFRA ABSOLUTE 56	
Registration Number:	5729623	JAFRA ABSOLUTE LEATHER	
Registration Number:	4569143	JAFRA BECAUSE	
Registration Number:	4273485	JAFRA DIAMONDS	
Registration Number:	5224654	JAFRA DIAMONDS BLUSH	
Registration Number:	3366327	JAFRA DYNAMICS	
Registration Number:	4370074	JAFRA GARDEN FAIRY	
Registration Number:	4657770	JAFRA NERINA	
Registration Number:	5530700	JAFRA PERFUMER'S EDITION	
Registration Number:	5729621	JAFRA PERFUMER'S EDITION FLORES	

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Property Type	Number	Word Mark
Registration Number:	5840300	JAFRA ROYAL
Registration Number:	4814774	JAFRA SWEETIE
Registration Number:	6191534	JAFRA SWEETIE FANTASY
Registration Number:	5150570	JAFRA X XCLUSIVE
Registration Number:	2095901	JF9
Registration Number:	2302455	LE MOIRE
Registration Number:	4162447	LONDON GIRL JAFRA
Registration Number:	2111401	OPTIMEYES
Registration Number:	1632839	PRECIOUS PROTEIN
Registration Number:	3155946	REDISCOVER
Registration Number:	1721032	RISQUE
Registration Number:	1709095	TIME PROTECTOR
Registration Number:	1445817	WHITE SOUFFLE

CORRESPONDENCE DATA

Fax Number: 3102015240

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.

Phone: 310-201-5240

Email: jlarkin@seyfarth.com

Correspondent Name: Joan Kupersmith Larkin

Address Line 1: Seyfarth Shaw LLP

Address Line 2: 2029 Century Park East, Suite 3500

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	034587-002162
NAME OF SUBMITTER:	Joan Kupersmith Larkin
SIGNATURE:	/Joan Kupersmith Larkin/
DATE SIGNED:	01/20/2021

Total Attachments: 4

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<u>TRADEMARK ASSIGNMENT</u>	<u>CESIÓN DE MARCAS</u>
<p>This Trademark Assignment (the "Assignment") is entered into as of November 1, 2020 by and between Jafra Cosmetics, S.A. de C.V. ("Transferor"), a Mexican company having its principal place of business at Blvd. Adolfo Lopez Mateos #2273, Colonia Las Aguilas 01710, Ciudad de Mexico and Jafra Cosmetics International, Inc. ("Transferee"), a Delaware corporation with its principal place of business at 2451 Townsgate Rd., Westlake Village, CA 91361 (collectively, the "Parties" and individually, "Party").</p>	<p>Cesión de Marcas (la "Cesión"), de fecha 1 de noviembre de 2020, que celebran Jafra Cosmetics, S.A. de C.V. (el "Enajenante"), una sociedad anónima de capital variable mexicana, cuyo domicilio social se ubica en Blvd. Adolfo López Mateos No. 2273, Colonia Las Águilas 01710, Ciudad de México, y Jafra Cosmetics International, Inc. (el "Adquiriente"), una sociedad mercantil de Delaware cuyo domicilio social se ubica en 2451 Townsgate Rd., Westlake Village, California 91361 (en su conjunto, las "Partes" y, en forma individual, una "Parte").</p>
	ANTECEDENTES
<p>WHEREAS, Transferor owns all right, title and interest in and to the trademarks listed in <u>Exhibit A</u> attached hereto, together with all applications and registrations therefor, (the "Trademarks");</p>	<p>El Enajenante posee todo derecho, título de propiedad e interés en y sobre las marcas que se detallan en el Anexo A adjunto a este documento, junto con todo registro y solicitud de registro de las mismas (las "Marcas");</p>
<p>WHEREAS, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Transferor has agreed to assign to Transferee all of Transferor's right, title and interest in and to the Trademarks.</p>	<p>A cambio de una contraprestación válida y onerosa, cuya recepción y suficiencia se reconocen en este acto, el Enajenante ha convenido en ceder al Adquiriente todo derecho, título de propiedad e interés del Enajenante sobre las Marcas.</p>
<p>NOW, THEREFORE, Transferor and Transferee hereby agree as follows:</p>	<p>EXPUESTO LO ANTERIOR, el Enajenante y el Adquiriente convienen en este acto lo siguiente:</p>
<p>1. <u>Assignment of Trademark.</u> Transferor hereby transfers, conveys, assigns and delivers to Transferee all of Transferor's right, title and interest in and to the Trademarks, together with the goodwill of the business associated therewith throughout the world and all common law and statutory right, title and interest in and to the Trademark, all rights of registration, maintenance, renewal and protection thereof.</p>	<p>1. <u>Cesión de Marcas.</u> El Enajenantes transmite, traspasa, cede y entrega en este acto al Adquiriente todo derecho, título de propiedad en interés del Enajenante en y sobre las Marcas, junto con el <i>goodwill</i> del negocio asociado con las mismas alrededor del mundo y todo derecho, título de propiedad e interés sobre las Marcas al amparo de la ley o del <i>common law</i>, así como todo derecho de registro, mantenimiento, renovación y protección de las mismas.</p>
<p>IN WITNESS WHEREOF, Transferor has executed this Agreement as of the date first set forth above.</p>	<p>EN TESTIMONIO DE LO CUAL, el Enajenante celebra este Contrato en la fecha estipulada en su proemio.</p>

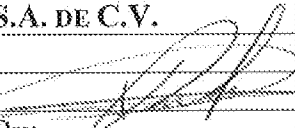
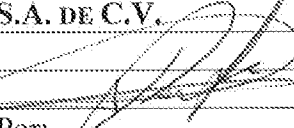
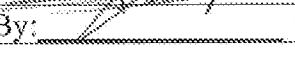
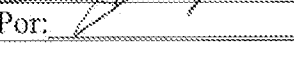
JAFRA COSMETICS, S.A. DE C.V.	JAFRA COSMETICS INTERNATIONAL, INC.	JAFRA COSMETICS, S.A. DE C.V.	JAFRA COSMETICS INTERNATIONAL, INC.
			
By: 	By: Stacy Wolf	Por: 	Por: Stacy Wolf
Name: Ramon Juarez	Name: Stacy Wolf	Nombre: Ramon Juarez	Nombre: Stacy Wolf
Title: VJ Encargado	Title: CFO	Cargo: VJ Encargado	Cargo: CFO

EXHIBIT A LIST OF TRANSFERRED TRADEMARKS				ANEXO A LISTA DE MARCAS TRANSMITIDAS			
Trademark Name	Registration or Application Number	Registration Date	Status	Nombre de la Marca	No. de registro o solicitud	Fecha de registro	Estatus
ADORISSE	2021127	12/3/1996	Registered	ADORISSE	2021127	03/12/1996	Registrada
ADORISSE NIGHT	5387999	1/23/2018	Registered	ADORISSE NIGHT	5387999	23/01/2018	Registrada
ALWAYS COLOR	2257867	6/29/1999	Registered	ALWAYS COLOR	2257867	29/06/1999	Registrada
EAU D' AROMES	1975243	5/21/1996	Registered	EAU D' AROMES	1975243	21/05/1996	Registrada
EPIC	2286423	10/12/1999	Registered	EPIC	2286423	12/10/1999	Registrada
FM FORCE MAGNETIQUE	2190871	9/22/1998	Registered	FM FORCE MAGNETIQUE	2190871	22/09/1998	Registrada
JAFRA	1269604	3/13/1984	Registered	JAFRA	1269604	13/03/1984	Registrada
JAFRA	2351448	5/23/2000	Registered	JAFRA	2351448	23/05/2000	Registrada
JAFRA	677471	4/21/1959	Registered	JAFRA	677471	21/04/1959	Registrada
JAFRA ABSOLUTE 56	5814970	7/23/2019	Registered	JAFRA ABSOLUTE 56	5814970	23/07/2019	Registrada
JAFRA ABSOLUTE LEATHER	5729623	4/16/2019	Registered	JAFRA ABSOLUTE LEATHER	5729623	16/04/2019	Registrada
JAFRA BECAUSE	4569143	7/15/2014	Registered	JAFRA BECAUSE	4569143	15/07/2014	Registrada
JAFRA DIAMONDS	4273485	1/8/2013	Registered	JAFRA DIAMONDS	4273485	08/01/2013	Registrada
JAFRA DIAMONDS BLUSH	5224654	6/13/2017	Registered	JAFRA DIAMONDS BLUSH	5224654	13/06/2017	Registrada
JAFRA DYNAMICS	3366327	1/8/2008	Registered	JAFRA DYNAMICS	3366327	08/01/2008	Registrada
JAFRA GARDEN FAIRY	4370074	7/16/2013	Registered	JAFRA GARDEN FAIRY	4370074	16/07/2013	Registrada
JAFRA NERINA	4657770	12/16/2014	Registered	JAFRA NERINA	4657770	16/12/2014	Registrada

Trademark Name	Registration or Application Number	Registration Date	Status	Nombre de la Marca	No. de registro o solicitud	Fecha de registro	Estatus
JAFRA PERFUMER'S EDITION	5530700	7/31/2018	Registered	JAFRA PERFUMER'S EDITION	5530700	31/07/2018	Registrada
JAFRA PERFUMER'S EDITION FLORES	5729621	4/16/2019	Registered	JAFRA PERFUMER'S EDITION FLORES	5729621	16/04/2019	Registrada
JAFRA ROYAL	5840300	8/20/2019	Registered	JAFRA ROYAL	5840300	20/08/2019	Registrada
JAFRA SWEETIE	4814774	9/15/2015	Registered	JAFRA SWEETIE	4814774	15/09/2015	Registrada
JAFRA SWEETIE FANTASY	88775057	N/A	Filed 1/27/2020 Allowed	JAFRA SWEETIE FANTASY	88775057	N/A	Presentada el 27/1/2020 Permitida
JAFRA XCLUSIVE and Design	5150570	2/28/2017	Registered	JAFRA XCLUSIVE y diseño	5150570	28/02/2017	Registrada
JF9	2095901	9/9/1997	Registered	JF9	2095901	09/09/1997	Registrada
LE MOIRE	2302455	12/21/1999	Registered	LE MOIRE	2302455	21/12/1999	Registrada
LONDON GIRL JAFRA Logo	4162447	6/19/2012	Registered	Logo de LONDON GIRL de JAFRA	4162447	19/06/2012	Registrada
OPTIMEYES	2111401	11/4/1997	Registered	OPTIMEYES	2111401	04/11/1997	Registrada
PRECIOUS PROTEIN	1632839	1/29/1991	Registered	PRECIOUS PROTEIN	1632839	29/01/1991	Registrada
REDISCOVER	3155946	10/17/2006	Registered	REDISCOVER	3155946	17/10/2006	Registrada
RISQUE (Stylized)	1721032	9/29/1992	Registered	RISQUE (estilizada)	1721032	29/09/1992	Registrada
TIME PROTECTOR	1709095	8/18/1992	Registered	TIME PROTECTOR	1709095	18/08/1992	Registrada
WHITE SOUFFLE	1445817	7/7/1987	Registered	WHITE SOUFFLE	1445817	07/07/1987	Registrada