

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM680773

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Becca, Inc.		09/30/2021	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GLAMGLOW LLC		
<b>Street Address:</b>	767 Fifth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10153		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5901537	GLOW GLAZE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122772355		
<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>			
<b>Phone:</b>	212-277-2324		
<b>Email:</b>	uspto@estee.com		
<b>Correspondent Name:</b>	Jessica Heiss		
<b>Address Line 1:</b>	767 Fifth Avenue		
<b>Address Line 2:</b>	Trademark Department		
<b>Address Line 4:</b>	New York, NEW YORK 10153		
<b>ATTORNEY DOCKET NUMBER:</b>	DOM BEC TO GG ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Jessica Heiss		
<b>SIGNATURE:</b>	//JH//		
<b>DATE SIGNED:</b>	10/13/2021		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

This Assignment, effective as of September 30, 2021, from Becca, Inc., a California corporation, with a place of business at 142 West 36th Street, 15th Floor, New York, New York 10018 (hereinafter the "Assignor"), to GLAMGLOW LLC, a Delaware limited liability company, with a place of business at 767 Fifth Avenue New York, New York 10153 (hereinafter "Assignee");

### WITNESSETH THAT:

WHEREAS, the Assignor and Assignee are both subsidiaries of The Estee Lauder Companies Inc.;

WHEREAS, the Assignor is the owner of all right, title and interest in and to the trademark registrations and applications set forth in the Schedule hereto (hereinafter "Trademarks") and in and to the goodwill of the business appertaining thereto;

WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the Trademarks, together with the goodwill of the business appertaining to and symbolized by the Trademarks;

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

1. Transfer of Trademarks. Assignor hereby irrevocably transfers and assigns to Assignee its entire right, title and interest in and to the Trademarks, including without limitation all statutory and common law rights relating thereto, together with the goodwill of the business appertaining to and symbolized by the Trademarks, and including the right to commence an action and recover for past,

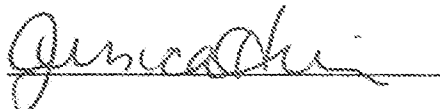
present and future infringements of the Trademarks and retain any damages as a result of any such action.

2. Execution of Documents. Assignor will execute and procure all documents necessary or desirable to assure the transfer of all right, title and interest in the Trademarks to the Assignee.
3. Recordation of Assignment. Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities in all jurisdictions designated by Assignee.
4. This Assignment will inure to the benefit of and be binding upon the parties hereto and their respective successors and permitted assigns.
5. This Assignment may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original but all of which together shall constitute one and the same instrument.
6. This Assignment shall be governed by and construed in accordance with the laws of the State of New York applicable to contracts made and performed in such State.

IN WITNESS WHEREOF, the Assignor has hereunto executed this instrument

this 30<sup>th</sup> day of September, 2021.

BECCA, INC.

By: 

GLAMGLOW LLC

By: \_\_\_\_\_

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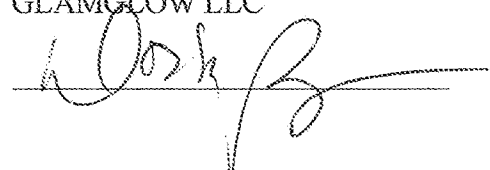
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IN WITNESS WHEREOF, the Assignor has hereunto executed this instrument  
this 30<sup>th</sup> day of September, 2021

BECCA, INC.

By: \_\_\_\_\_

GLAMGLOW LLC

By:  \_\_\_\_\_

## Schedule

Mark Name	Country	Application Number	Registration Number
GLOW GLAZE	International	1488822	
GLOW GLAZE	European Union	1488822	
GLOW GLAZE STICK	China (Mainland)	52685967	
GLOW GLAZE	Australia	1488822	1488822
GLOW GLAZE	Mexico	1488822	2235246
GLOW GLAZE	Singapore	1488822	1488822
GLOW GLAZE	United Kingdom	UK00801488822	UK00801488822
GLOW GLAZE	United States of America	88359244	5901537