## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM680797

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Becca, Inc.		09/30/2021	Corporation: CALIFORNIA

### **RECEIVING PARTY DATA**

Name:	DJF Enterprises
Street Address:	767 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10153
Entity Type:	Corporation: CALIFORNIA

### **PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	5155896	BACKLIGHT
Registration Number:	5758008	C POP
Registration Number:	5420902	CHAMPAGNE POP
Registration Number:	4424053	BEACH TINT
Registration Number:	4424046	SHIMMERING SKIN PERFECTOR
Registration Number:	5655903	LIPTUITIVE GLOW GLOSS

### **CORRESPONDENCE DATA**

Fax Number: 2122772355

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: 2122772324 Email: uspto@estee.com **Correspondent Name:** Jessica Heiss 767 Fifth Avenue Address Line 1:

Address Line 2: Trademark Department

Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER: DOM BEC TO SBX ASSIGNMENT	
NAME OF SUBMITTER:	Jesicca Heiss
SIGNATURE:	//JH//
DATE SIGNED:	10/13/2021

TRADEMARK

REEL: 007450 FRAME: 0945 900649439

# Total Attachments: 9 source=BECCA - Smashbox assignment#page1.tif source=BECCA - Smashbox assignment#page2.tif source=BECCA - Smashbox assignment#page3.tif source=BECCA - Smashbox assignment#page4.tif source=BECCA - Smashbox assignment#page5.tif source=BECCA - Smashbox assignment#page6.tif source=BECCA - Smashbox assignment#page7.tif source=BECCA - Smashbox assignment#page8.tif source=BECCA - Smashbox assignment#page9.tif

### 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 DJF Enterprises, a California

corporation, 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:

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.

- 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. <u>Recordation of Assignment.</u> 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 2 day of 500000, 2021

BECCA, INC.

By: Qinical Leading

DJF ENTERPRISES

By:

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

- 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.
- Recordation of Assignment. Assignor will cooperate with Assignee to record this
   Assignment with the appropriate governmental entities in all jurisdictions
   designated by Assignee.
- 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.
- 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 day of Scptember, 20 21

	BECCA, INC.
By:	
By:	DJF ENTERPRISES

# Schedule

Mark Name	Country	Application Number	Registration Number
BACKLIGHT	Australia	1316046	1316046
BACKLIGHT	Bahrain	1316046	1316046
BACKLIGHT	Canada	1802680	TMA983,777
BACKLIGHT	China (Mainland)	19582163	19582163
BACKLIGHT	Egypt	1316046	1316046
BACKLIGHT	European Union	1316046	1316046
BACKLIGHT	india	1316046	1316046
BACKLIGHT	International	1316046	1316046
BACKLIGHT	Iran	1316046	1316046
BACKLIGHT	Israel	1316046	1316046
BACKLIGHT	Japan	1316046	1316046
BACKLIGHT	Kazakhstan	1316046	1316046
BACKLIGHT	Mexico	1316046	1316046
BACKLIGHT	New Zealand	1316046	1316046
BACKLIGHT	Norway	1316046	1316046
BACKLIGHT	Philippines	1316046	1316046
BACKLIGHT	Russian Federation	1316046	1316046
BACKLIGHT	Singapore	1316046	1316046
BACKLIGHT	South Africa	2016/08025	2016/08025

BACKLIGHT	Switzerland	1316046	1316046
BACKLIGHT	Turkey	1316046	1316046
BACKLIGHT	Ukraine	1316046	1316046
BACKLIGHT	United Kingdom	UK00801316046	UK00801316046
BACKLIGHT	United States of America	87120270	5155896
BACKLIGHT	Vietnam	1316046	1316046
BEACH TINT	Australia	1294636	1294636
BEACH TINT	Bahrain	1294636	1294636
BEACH TINT	Canada	1802681	TMA983,778
BEACH TINT	China (Mainland)	19582165	19582165
BEACH TINT	Egypt	1294636	1294636
BEACH TINT	European Union	1294636	1294636
BEACH TINT	International	1294636	1294636
BEACH TINT	Iran	1294536	1294636
BEACH TINT	Israel	1294636	1294636
BEACH TINT	Japan	1294636	1294636
BEACH TINT	Kazakhstan	1294636	1294636
BEACH TINT	Korea, Republic of (KR)	1294636	1294636
BEACH TINT	Mexico	1294636	1294636
BEACH TINT	New Zealand	1294636	1294636
BEACH TINT	Russian Federation	1294636	1294636

BEACH TINT	Singapore	1294636	1294636
BEACH TINT	South Africa	2016/08022	2016/08022
BEACH TINT	Switzerland	1294636	1294636
BEACH TINT	Turkey	1294636	1294636
BEACH TINT	Ukraine	1294636	1294636
BEACH TINT	United Kingdom	UK00801294636	UK00801294636
BEACH TINT	United States of America	85698971	4424053
BEACH TINT	Vietnam	1294636	1294636
C POP	Australia	1300612	1300612
C POP	Bahrain	1300612	1300612
С РОР	Canada	1802684	TMA983,766
C POP	China (Mainland)	1300612	1300612
C POP	China (Mainland)	19582160	19582160
C POP	Egypt	1300612	1300612
С РОР	European Union	1300612	1300612
СРОР	International	1300612	1300612
C POP	Iran	1300612	1300612
C POP	Israel	1300612	1300612
СРОР	Japan	1300612	1300612
СРОР	Kazakhstan	1300612	1300612
С РОР	Korea, Republic of (KR)	1300612	1300512

СРОР	Mexico	1300612	1300612
СРОР	New Zealand	1300612	1300612
СРОР	Norway	1300612	1300612
СРОР	Russian Federation	1300612	1300612
СРОР	Singapore	1300612	1300612
C POP	South Africa	201608030	
C POP	Turkey	1300612	1300612
C POP	Ukraine	1300612	1300612
C POP	United Kingdom	UK00801300612	UK00801300612
C POP	United States of America	87004902	5758008
CHAMPAGNE POP	Australia	1300722	1300722
CHAMPAGNE POP	Bahrain	1300722	1300722
CHAMPAGNE POP	Canada	1802685	
CHAMPAGNE POP	Egypt	1300722	1300722
CHAMPAGNE POP	International	1300722	1300722
CHAMPAGNE POP	Kazakhstan	1300722	1300722
CHAMPAGNE POP	Mexico	1300722	1300722
CHAMPAGNE POP	New Zealand	1300722	1300722
CHAMPAGNE POP	Norway	1300722	1300722
CHAMPAGNE POP	Philippines	1300722	1300722
CHAMPAGNE POP	Romania	1300722	1300722

CHAMPAGNE POP	South Africa	201608029	
CHAMPAGNE POP	Turkey	1300722	1300722
CHAMPAGNE POP	Ukraine	1300722	1300722
CHAMPAGNE POP	United States of America	86934788	5420902
CHAMPAGNE POP	Vietnam	1300722	1300722
LIPTUITIVE GLOW GLOSS	Canada	1855084	TMA1079131
LIPTUITIVE GLOW GLOSS	China (Mainland)	1472653	1472653
LIPTUITIVE GLOW GLOSS	European Union	018070561	18070561
LIPTUITIVE GLOW GLOSS	International	1472653	1472653
LIPTUITIVE GLOW GLOSS	Japan	1472653	1472653
LIPTUITIVE GLOW GLOSS	Korea, Republic of (KR)	1472653	1472653
LIPTUITIVE GLOW GLOSS	United Kingdom	1472653	1472653
LIPTUITIVE GLOW GLOSS	United Kingdom	UK00918070561	UK00918070561
LIPTUITIVE GLOW GLOSS	United States of America	88085026	5655903
SHIMMERING SKIN PERFECTOR	Bahrain	1295621	1295621
SHIMMERING SKIN PERFECTOR	Canada	1802689	TMA983,774
SHIMMERING SKIN PERFECTOR	Egypt	1295621	1295621
SHIMMERING SKIN PERFECTOR	International	1295621	1295621
SHIMMERING SKIN PERFECTOR	Japan	1295621	1295621
SHIMMERING SKIN PERFECTOR	Mexico	1295621	1295621
SHIMMERING SKIN PERFECTOR	New Zealand	1295621	1295621

SHIMMERING SKIN PERFECTOR	Philippines	1295621	1295621
SHIMMERING SKIN PERFECTOR	South Africa	2016/08019	2016/08019
SHIMMERING SKIN PERFECTOR	Turkey	1295621	1295621
SHIMMERING SKIN PERFECTOR	Ukraine	1295621	1295621
SHIMMERING SKIN PERFECTOR	United States of America	85697680	4424046

**RECORDED: 10/13/2021**