

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707810

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ulta Salon, Cosmetics & Fragrance, LLC		01/31/2022	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Ulta Beauty, Inc.
Street Address:	1000 Remington Blvd.
Internal Address:	Ste 120
City:	Bolingbrook
State/Country:	ILLINOIS
Postal Code:	60440
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 64

Property Type	Number	Word Mark
Registration Number:	4157461	21 DAYS OF BEAUTY
Registration Number:	5465287	A GORGEOUS WAY TO GIVE
Registration Number:	5396018	ALL THINGS BEAUTY
Registration Number:	5527958	ALL THINGS BEAUTY.
Registration Number:	4932117	ALL THINGS BEAUTY. ALL IN ONE PLACE.
Registration Number:	2598439	BASICALLY U
Registration Number:	5131442	BEAUTY GEMS
Registration Number:	4938498	BEAUTY LOVES YOU BACK
Registration Number:	4289203	BEAUTY STEAL!
Registration Number:	5592858	BEAUTY STEALS
Registration Number:	5402946	BRING THE BEAUTY
Registration Number:	6241551	CHOICES FOR YOU & FOR YOUR WORLD
Registration Number:	6336130	CONSCIOUS BEAUTY
Registration Number:	6336131	CONSCIOUS BEAUTY AT ULTA BEAUTY
Serial Number:	88760186	CULTURE CIRCLE
Serial Number:	88760180	CULTURE STUDIO
Registration Number:	5612418	CUT FOR A CAUSE

OP \$1615.00 4157461

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	5117465	GIFT GORGEOUSLY
Registration Number:	5371184	GLAMLAB
Serial Number:	90399602	GLAMST
Registration Number:	5254500	GO AHEAD, LOSE YOURSELF
Registration Number:	4964532	GORGEOUS HAIR EVENT
Registration Number:	5253667	HOLIDAY GEMS
Registration Number:	5315121	JOY TO THE GIRL!
Registration Number:	5368205	LIP GLOSSARY
Registration Number:	5174955	LIP HAPPILY AT ULTA BEAUTY
Registration Number:	5266028	LIPSTICK LIBRARY
Registration Number:	4196198	
Registration Number:	4196197	
Registration Number:	5339797	PAMPER HER WITH PRETTY
Serial Number:	88717526	QUAZI
Registration Number:	6273670	SPARKED @ULTABEAUTY
Registration Number:	6273669	SPARKED @ULTABEAUTY THE BRIGHTEST UP & C
Registration Number:	6131559	SPARKED AT ULTA BEAUTY
Registration Number:	6137737	SPARKED@ULTABEAUTY
Registration Number:	6137736	SPARKED@ULTABEAUTY THE BRIGHTEST UP & CO
Registration Number:	5007493	SWEET & SHIMMER
Serial Number:	88744714	THE COLLABORATORY AT ULTA BEAUTY
Registration Number:	5629309	THE POSSIBILITIES ARE BEAUTIFUL
Registration Number:	5186518	THE SALON AT ULTA BEAUTY
Registration Number:	5186517	THE SALON AT ULTA BEAUTY
Registration Number:	2504336	ULTA
Registration Number:	5218565	ULTA
Registration Number:	3262918	ULTA BEAUTY
Registration Number:	5228138	ULTA BEAUTY
Registration Number:	5536474	ULTA BEAUTY
Registration Number:	5351254	ULTABEAUTY
Registration Number:	5476366	ULTABEAUTY
Registration Number:	5492678	ULTA BEAUTY
Registration Number:	3311177	ULTA BEAUTY
Registration Number:	3311178	ULTA BEAUTY
Registration Number:	5912047	ULTA BEAUTY CHARITABLE FOUNDATION
Registration Number:	5222322	ULTA BEAUTY COLLECTION
Registration Number:	5227336	ULTA BEAUTY LOVES
Registration Number:	2531889	ULTA SALON-COSMETICS-FRAGRANCE

Property Type	Number	Word Mark
Registration Number:	2531885	ULTA SALON-COSMETICS-FRAGRANCE
Registration Number:	2631363	ULTA.COM
Registration Number:	6521575	ULTAMATE LASHES
Registration Number:	4232977	ULTAMATE REWARDS
Registration Number:	5315089	ULTAMATE REWARDS
Registration Number:	4929201	WHERE BEAUTY LOVES YOU BACK
Serial Number:	88723440	WHIM
Serial Number:	90588227	WHIM
Serial Number:	90588324	WHIM

CORRESPONDENCE DATA

Fax Number: 3127595646

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: 3123571313

Email: mandrade@btlaw.com

Correspondent Name: BARNES & THORNBURG LLP

Address Line 1: P.O. Box 2786

Address Line 4: Chicago, ILLINOIS 60690-2786

ATTORNEY DOCKET NUMBER:	47971-114579
NAME OF SUBMITTER:	Melissa A. Vallone
SIGNATURE:	/Melissa A. Vallone/
DATE SIGNED:	02/11/2022

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of 12:00 p.m. Eastern Time, January 31, 2022 is made by and between Ulta Salon, Cosmetics & Fragrance, LLC a Delaware limited liability company, located at 1000 Remington Blvd., Ste 120, Bolingbrook, IL 60440, U.S.A. (“Assignor”), and Ulta Beauty, Inc. a Delaware corporation located at 1000 Remington Blvd., Ste 120, Bolingbrook, IL 60440, U.S.A. (“Assignee”);

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the Trademarks and registrations therefor listed in Schedule A;

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Intellectual Property Rights; and

NOW, THEREFORE, for and in consideration of the sum of ten US dollars (\$10.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Section 1.1 Trademark Assignment Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks and the registrations therefor listed in Schedule A and throughout the world together with all common law rights related thereto, with the goodwill of the business symbolized by the Trademarks, along with the right to sue and recover for, and the right to profits, penalties or damages due or accrued arising out of or in connection with any and all past, present and future infringements or dilution of or damage or injury to the Trademarks or such represented goodwill.

Section 1.2 Cooperation. This Assignment has been executed and delivered by the Assignor to be used for recording the Assignment herein with the appropriate government entity. At Assignee’s sole cost and expense, Assignor shall execute and deliver such other documents and take all other actions which Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment and to perfect Assignee’s right, title and interest in and to the Trademarks, including, without limitation, its recordation in relevant state and national trademark offices.

Section 1.3 General Provisions. This Assignment constitutes the entire understanding and agreement of the parties hereto with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements or understandings, inducements or conditions, express or implied, written or oral, between and among the parties with respect hereto. This Assignment may not be supplemented, altered, or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.

Section 1.4 Counterparts. This Assignment may be executed in counterparts, each of which will be an original as regards any party whose signature appears thereon and both of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered by their proper and duly authorized officers as of the day and year first above written.

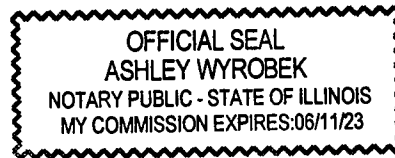
Acknowledged and agreed to by:

Assignor:

Ulta Salon, Cosmetics & Fragrance, LLC

By: Jodi J. Caro
Printed: Jodi J. Caro
Title: General Counsel & Corporate Secretary

Dated: January 31, 2022



State of Illinois)
County of Will) SS:

Signed and sworn to before me by Jodi J. Caro on January 31, 2022.

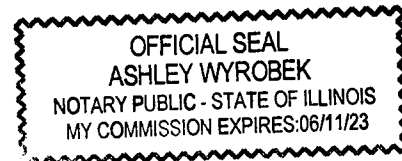
Notary Public: Ashley Wyrobek
My Commission expires: June 11, 2023

Assignee:

Ulta Beauty, Inc.

By: Jodi J. Caro
Printed: Jodi J. Caro
Title: General Counsel, Chief Risk & Compliance Officer

Dated: January 31, 2022



State of Illinois)
County of Will) SS:

Signed and sworn to before me by Jodi J. Caro on January 31, 2022.

Notary Public: Ashley Wyrobek
My Commission expires: June 11, 2023

SCHEDULE A
United States of America

Application Registration No	Mark	Date Application Registration	of /	B&T Reference
4157461	21 DAYS OF BEAUTY	12-Jun-2012		47971-115843
5465287	A GORGEOUS WAY TO GIVE	08-May-2018		47971-258464
5396018	ALL THINGS BEAUTY	06-Feb-2018		47971-266462
5527958	ALL THINGS BEAUTY. (STYLIZED)	31-Jul-2018		47971-266463
4932117	ALL THINGS BEAUTY. ALL IN ONE PLACE.	05-Apr-2016		47971-707535
2598439	BASICALLY U	23-Jul-2002		47971-114721
5131442	BEAUTY GEMS	31-Jan-2017		47971-244999
4938498	BEAUTY LOVES YOU BACK	12-Apr-2016		47971-239586
4289203	BEAUTY STEAL!	12-Feb-2013		47971-119943
5592858	BEAUTY STEALS	30-Oct-2018		47971-259814
5402946	BRING THE BEAUTY	13-Feb-2018		47971-261177
6241551	CHOICES FOR YOU & FOR YOUR WORLD	05-Jan-2021		47971-317629
6336130	CONSCIOUS BEAUTY	27-Apr-2021		47971-308616
6336131	CONSCIOUS BEAUTY AT ULTA BEAUTY	27-Apr-2021		47971-308617
88/760186	CULTURE CIRCLE	15-Jan-2020		47971-313152
88/760180	CULTURE STUDIO	15-Jan-2020		47971-312888
5612418	CUT FOR A CAUSE	20-Nov-2018		47971-258466
5117465	GIFT GORGEOUSLY	10-Jan-2017		47971-245451
5371184	GLAMLAB	02-Jan-2018		47971-259494
90/399602	GLAMST	21-Dec-2020		47971-332677
5254500	GO AHEAD, LOSE YOURSELF	01-Aug-2017		47971-258463
4964532	GORGEOUS HAIR EVENT	24-May-2016		47971-243643
5253667	HOLIDAY GEMS	01-Aug-2017		47971-245000
5315121	JOY TO THE GIRL!	24-Oct-2017		47971-260545
5368205	LIP GLOSSARY	02-Jan-2018		47971-261915
5174955	LIP HAPPILY AT ULTA BEAUTY	04-Apr-2017		47971-253174
5266028	LIPSTICK LIBRARY	15-Aug-2017		47971-261914
4196198	MISCELLANEOUS DESIGN (Shelving Illustration 2)	21-Aug-2012		47971-268924

4196197	MISCELLANEOUS DESIGN (SHELVING ILLUSTRATION)	21-Aug-2012	47971-268923
5339797	PAMPER HER WITH PRETTY	21-Nov-2017	47971-265287
88/717526	QUAZI	06-Dec-2019	47971-302607
6273670	SPARKED @ULTABEAUTY	16-Feb-2021	47971-298662
6273669	SPARKED @ULTABEAUTY THE BRIGHTEST UP & COMERS. IGNITE YOUR CURIOSITY.	16-Feb-2021	47971-298111
6131559	SPARKED AT ULTA BEAUTY	18-Aug-2020	47971-296130
6137737	SPARKED@ULTABEAUTY (AND DESIGN)	25-Aug-2020	47971-297348
6137736	SPARKED@ULTABEAUTY THE BRIGHTEST UP & COMERS. IGNITE YOUR CURIOSITY. (AND DESIGN)	25-Aug-2020	47971-297782
5007493	SWEET & SHIMMER	26-Jul-2016	47971-245001
88/744714	THE COLLABORATORY AT ULTA BEAUTY	02-Jan-2020	47971-309757
5629309	THE POSSIBILITIES ARE BEAUTIFUL	11-Dec-2018	47971-273617
5186518	THE SALON AT ULTA BEAUTY	18-Apr-2017	47971-258749
5186517	THE SALON AT ULTA BEAUTY (STYLIZED)	18-Apr-2017	47971-258750
2504336	ULTA	06-Nov-2001	47971-114729
5218565	ULTA	06-Jun-2017	47971-259812
3262918	ULTA BEAUTY	10-Jul-2007	47971-114749
5228138	ULTA BEAUTY	20-Jun-2017	47971-259813
5536474	ULTA BEAUTY	07-Aug-2018	47971-260544
5351254	ULTA BEAUTY & DESIGN (ONE LINE)	05-Dec-2017	47971-252049
5476366	ULTA BEAUTY & DESIGN (ONE LINE)	22-May-2018	47971-259815
5492678	ULTA BEAUTY & DESIGN (TWO LINES)	12-Jun-2018	47971-252050
3311177	ULTA BEAUTY (& DESIGN)	16-Oct-2007	47971-114748
3311178	ULTA BEAUTY (AND DESIGN)	16-Oct-2007	47971-114746

5912047	ULTA BEAUTY CHARITABLE FOUNDATION (AND DESIGN)	19-Nov-2019	47971-285991
5222322	ULTA BEAUTY COLLECTION	13-Jun-2017	47971-258605
5227336	ULTA BEAUTY LOVES	20-Jun-2017	47971-258606
2531889	ULTA SALON-COSMETICS-FRAGRANCE	22-Jan-2002	47971-114734
2531885	ULTA SALON-COSMETICS-FRAGRANCE (& DESIGN)	22-Jan-2002	47971-114740
2631363	ULTA.COM	08-Oct-2002	47971-114745
6521575	ULTAMATE LASHES	12-Oct-2021	47971-314325
4232977	ULTAMATE REWARDS	30-Oct-2012	47971-116601
5315089	ULTAMATE REWARDS	24-Oct-2017	47971-260540
4929201	WHERE BEAUTY LOVES YOU BACK	29-Mar-2016	47971-239887
88/723440	WHIM	11-Dec-2019	47971-301896
90/588227	WHIM	18-Mar-2021	47971-333132
90/588324	WHIM	18-Mar-2021	47971-336514