

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM726856

<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>
Shiseido Americas Corporation		04/26/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Orveon Global Holdings Ltd.		
<b>Street Address:</b>	The Adelphi, 1-11 John Adam St., Floor 10		
<b>City:</b>	London WC2N 6HT		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Entity Type:</b>	Company: ENGLAND AND WALES		
<b>PROPERTY NUMBERS Total: 71</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5646258	BARE	
<b>Registration Number:</b>	4928341	BARE HAVEN	
<b>Registration Number:</b>	3369324	BARE RADIANCE	
<b>Registration Number:</b>	5386671	BAREMINERALS	
<b>Registration Number:</b>	2321607	BAREMINERALS	
<b>Registration Number:</b>	3377240	BAREMINERALS	
<b>Registration Number:</b>	4250992	BAREMINERALS	
<b>Registration Number:</b>	3090836	BAREMINERALS	
<b>Registration Number:</b>	3377302	BAREMINERALS	
<b>Registration Number:</b>	6310055	BAREMINERALS AGELESS	
<b>Registration Number:</b>	6522334	BAREMINERALS GOOD REWARDS	
<b>Registration Number:</b>	5380718	BAREMINERALS MADE-2-FIT	
<b>Registration Number:</b>	5051307	BAREPRO	
<b>Registration Number:</b>	5938094	BARESKIN	
<b>Registration Number:</b>	4580278	BARESKIN	
<b>Registration Number:</b>	3003497	BAREVITAMINS	
<b>Registration Number:</b>	4848169	BLEMISH REMEDY	
<b>Registration Number:</b>	6349312	BLONZER	
<b>Registration Number:</b>	5418239	BUXOM	
<b>Registration Number:</b>	3290215	BUXOM	

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<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	3704645	BUXOM BABES
<b>Registration Number:</b>	6147576	BUXOM DOLLY
<b>Registration Number:</b>	5892759	BUXOM FULL FORCE
<b>Registration Number:</b>	5922576	CLEAN WITHOUT COMPROMISE
<b>Registration Number:</b>	6109108	CLEAN WITHOUT COMPROMISING PERFORMANCE
<b>Registration Number:</b>	4973865	COMPLEXION RESCUE
<b>Registration Number:</b>	6375929	DOLLY
<b>Registration Number:</b>	2650625	EAU DE LUNE
<b>Registration Number:</b>	4505979	FULL-ON
<b>Registration Number:</b>	5042737	GEN NUDE
<b>Registration Number:</b>	3434020	GET STARTED
<b>Registration Number:</b>	5087995	HOLD THE LINE
<b>Registration Number:</b>	5525144	HOUSE OF FLAWLESS
<b>Registration Number:</b>	4538794	LASH DOMINATION
<b>Registration Number:</b>	5530470	LASHTOPIA
<b>Registration Number:</b>	3114248	LAURA MERCIER
<b>Registration Number:</b>	2350939	LAURA MERCIER
<b>Registration Number:</b>	2750756	LAURA MERCIER
<b>Registration Number:</b>	2446387	LAURA MERCIER
<b>Registration Number:</b>	4502382	LAURA MERCIER OVARIAN CANCER FUND
<b>Registration Number:</b>	2642177	L'HEURE MAGIQUE
<b>Registration Number:</b>	6335691	MAKEUP SO PURE AND CLEAN YOU CAN SLEEP I
<b>Registration Number:</b>	5392432	MAKEUP SO PURE YOU CAN SLEEP IN IT
<b>Registration Number:</b>	4330667	MARVELOUS MOXIE
<b>Registration Number:</b>	5129964	MAY CONTAIN NUDITY
<b>Registration Number:</b>	2885884	MINERAL VEIL
<b>Registration Number:</b>	6097494	MINERALIST
<b>Registration Number:</b>	4729000	PAINT WASH
<b>Registration Number:</b>	5587872	PILLOWPOUT
<b>Registration Number:</b>	6365551	PLUMP SHOT
<b>Registration Number:</b>	6147514	PLUMLINE
<b>Registration Number:</b>	4297045	PRIME TIME
<b>Registration Number:</b>	6054476	PURE CANVAS PRIMER
<b>Registration Number:</b>	4928456	PURE PLUSH
<b>Registration Number:</b>	4334571	PURE TRANSFORMATION
<b>Registration Number:</b>	3704598	PURELY NOURISHING
<b>Registration Number:</b>	4580943	SERIAL KISSER
<b>Registration Number:</b>	4928334	SKINLONGEVITY

Property Type	Number	Word Mark
Registration Number:	6114469	STAYCATION VIBES
Registration Number:	6212073	STRENGTH & LENGTH
Registration Number:	2848678	SWIRL, TAP, BUFF
Registration Number:	5823127	THE POWER OF GOOD
Registration Number:	3368906	TUTORIALS
Registration Number:	5455129	VA-VA-PLUMP
Registration Number:	6029370	WANDERLUST
Registration Number:	3527901	WELL-RESTED
Registration Number:	6153181	WHITE RUSSIAN
Registration Number:	5979547	XTROVERT
Registration Number:	6720327	LIGHT CATCHER
Registration Number:	6720312	LIGHT REVEALER
Registration Number:	6480068	POWER LINE

**CORRESPONDENCE DATA**

**Fax Number:** 2127088959

*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:** 2127083460

**Email:** slebson@ladas.com

**Correspondent Name:** Scott J. Lebson

**Address Line 1:** 1040 Avenue of the Americas

**Address Line 4:** New York, NEW YORK 80995

**ATTORNEY DOCKET NUMBER:** A22TMA53771-US

**NAME OF SUBMITTER:** Scott J. Lebson

**SIGNATURE:** /sjl/

**DATE SIGNED:** 05/10/2022

**Total Attachments: 7**

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **Shiseido Americas Corporation**, a corporation organized under the laws of the State of Delaware, United States of America, located at 301 Route 17 North, 10<sup>th</sup> Floor, Rutherford, New Jersey 07070, United States of America, [hereinafter the ASSIGNOR] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

[Set forth on the attached schedule]

AND WHEREAS, **Orveon Global Holdings Ltd.**, a company organized and existing under the laws of England and Wales, with a business address at The Adelphi, 1-11 John Adam St., Floor 10, London WC2N 6HT, United Kingdom, [hereinafter the "ASSIGNEE"] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents do sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.


IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 26<sup>th</sup> day of April, 2022.

**Shiseido Americas Corporation**

By   
**Bharati Bakshani**  
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 26<sup>th</sup> day of April, 2022.

**Orveon Global Holdings Ltd.**

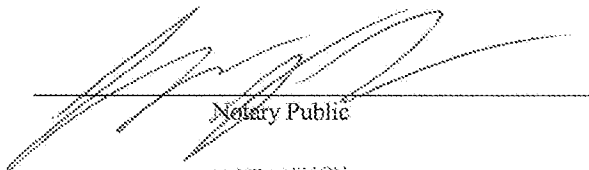
By   
**Lanning C. Bryer**  
Authorized Signatory

[See over for Notarial Acknowledgment]

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |  
STATE OF NEW YORK | SS:  
COUNTY OF NEW YORK |

On this 26<sup>th</sup> day of April, 2022, before me personally appeared **Bharati Bakshani**, to me known, who, being by me duly sworn, did depose and say that she is the **Authorized Signatory** of the corporation described in the foregoing instrument; that she executed said instrument on behalf of the said corporation; that she is authorized to execute an instrument of this nature by order of the Board of Directors of said corporation.

  
\_\_\_\_\_  
Notary Public

SCOTT J. HERSON  
Notary Public, State of New York  
No. 02486108173  
# Qualified in New York County  
Commission Expires February 2, 23

[Seal]

ASSIGNOR



Case#	Brand	Application/Registration	Type	Jurisdiction	Mark	Registrant	Local Counsel	App/Reg#	Classes
1117694245	bareMinerals	Registration	Trademark	United States	BARE	Shiseido Americas Corporation	LADAS & PARRY LLP	4845238	3
2116676632	bareMinerals	Registration	Trademark	United States	BARE HAVEN	Shiseido Americas Corporation	LADAS & PARRY LLP	4925341	3
2116679784	bareMinerals	Registration	Trademark	United States	BARE RADIANCE	Shiseido Americas Corporation	LADAS & PARRY LLP	3369324	3
1117693394	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	LADAS & PARRY LLP	5386871	3, 2, 1
2116679795	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	LADAS & PARRY LLP	2121507	3
2116679797	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	LADAS & PARRY LLP	3377240	3
2116679798	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	LADAS & PARRY LLP	4250982	3
2116679799	bareMinerals	Registration	Trademark	United States	BAREMINERALS (Stylized)	Shiseido Americas Corporation	LADAS & PARRY LLP	3080836	3
2116679800	bareMinerals	Registration	Trademark	United States	BAREMINERALS (Stylized)	Shiseido Americas Corporation	LADAS & PARRY LLP	3377302	3
1119721520	bareMinerals	Registration	Trademark	United States	BAREMINERALS AGELESS	Shiseido Americas Corporation	LADAS & PARRY LLP	6370055	3
1123736242	bareMinerals	Registration	Trademark	United States	BAREMINERALS GOOD REWARDS	Shiseido Americas Corporation	LADAS & PARRY LLP	8522334	3, 5
1117695534	bareMinerals	Registration	Trademark	United States	BAREMINERALS MADE TO FIT	Shiseido Americas Corporation	LADAS & PARRY LLP	43981718	3, 9
2116677047	bareMinerals	Registration	Trademark	United States	BAREPRO	Shiseido Americas Corporation	LADAS & PARRY LLP	4051307	3
1119716711	bareMinerals	Registration	Trademark	United States	BARESKIN	Shiseido Americas Corporation	LADAS & PARRY LLP	6528094	3
211668737	bareMinerals	Registration	Trademark	United States	BARESKIN	Shiseido Americas Corporation	LADAS & PARRY LLP	4880275	3
2116679803	bareMinerals	Registration	Trademark	United States	BAREVITAMINS	Shiseido Americas Corporation	LADAS & PARRY LLP	3003487	3
2116679811	bareMinerals	Supplemental Registrar Registration	Trademark	United States	BLEMISH REMEDY	Shiseido Americas Corporation	LADAS & PARRY LLP	4845169	5
1120728422	bareMinerals	Registration	Trademark	United States	BLENZER	Shiseido Americas Corporation	LADAS & PARRY LLP	8349312	3
1117696330	BUXOM	Registration	Trademark	United States	BUXOM	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	5418239	3

Case#	Brand	Application/Registration	Type	Jurisdiction	Mark	Registrant	Local Counsel	App#Reg#	Classes
2T16679873	BUXOM	Registration	Trademark	United States	BUXOM	SHISEIDO AMERICAS CORP	LADAS & PARRY LLP	3280215	3
2T16679874	BUXOM	Registration	Trademark	United States	BUXOM BABES	SHISEIDO AMERICAS CORP	LADAS & PARRY LLP	3706645	3
1T20732593	BUXOM	Registration	Trademark	United States	BUXOM COLLY	SHISEIDO AMERICAS CORP	LADAS & PARRY LLP	6147578	3
1T18705912	BUXOM	Registration	Trademark	United States	BUXOM FULL FORCE	SHISEIDO AMERICAS CORP	LADAS & PARRY LLP	3892789	3
1T19708085	bareMinerals	Registration	Trademark	United States	CLEAN WITHOUT COMPROMISE	Shiseido Americas Corporation	LADAS & PARRY LLP	5822578	3
1T19716460	bareMinerals	Registration	Trademark	United States	CLEAN WITHOUT COMPROMISING PERFORMANCE	Shiseido Americas Corporation	LADAS & PARRY LLP	6169108	3
2T16678670	bareMinerals	Registration	Trademark	United States	COMPLEXION RESCUE	Shiseido Americas Corporation	LADAS & PARRY LLP	4973865	3
1T20732599	BUXOM	Registration	Trademark	United States	COLLY	SHISEIDO AMERICAS CORP	LADAS & PARRY LLP	6375925	3
2T16684499	LM	Registration	Trademark	United States	EAU DE LUNE	Shiseido Americas Corporation	LADAS & PARRY LLP	2630625	3
2T16679828	BUXOM	Registration	Trademark	United States	FULL-ON	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	4566979	3
2T16671381	bareMinerals	Registration	Trademark	United States	GEN NUDE	Shiseido Americas Corporation	LADAS & PARRY LLP	6042737	3
2T16679829	bareMinerals	Registration	Trademark	United States	GET STARTED	Shiseido Americas Corporation	LADAS & PARRY LLP	3434020	3
2T16677041	BUXOM	Registration	Trademark	United States	HOLD THE LINE	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	8087995	3
2T16685172	LM	Registration	Trademark	United States	HOUSE OF FLAMELESS	Shiseido Americas Corporation	LADAS & PARRY LLP	5525164	3
2T16679830	bareMinerals	Registration	Trademark	United States	LASH DOMINATION	Shiseido Americas Corporation	LADAS & PARRY LLP	4938794	3
2T16678673	bareMinerals	Registration	Trademark	United States	LASHTOPIA	Shiseido Americas Corporation	LADAS & PARRY LLP	5532470	3
2T16685463	LM	Registration	Trademark	United States	LAURA MERCIER	Shiseido Americas Corporation	LADAS & PARRY LLP	3714248	3, 21
2T16685454	LM	Registration	Trademark	United States	LAURA MERCIER	Shiseido Americas Corporation	LADAS & PARRY LLP	2350999	18, 42
2T16685455	LM	Registration	Trademark	United States	LAURA MERCIER	Shiseido Americas Corporation	LADAS & PARRY LLP	2760766	3



Case#	Brand	Application/Registration	Type	Jurisdiction	Mark	Registrant	Local Counsel	App#/Reg#	Classes
2116682456	LM	Registration	Trademark	United States	LAURA MERCIER	Shiseido Americas Corporation	LADAS & PARRY LLP	2446387	35
2116682457	LM	Registration	Trademark	United States	Luca Intenar OVARIAN CANCER FUND and L. John Dutton	Shiseido Americas Corporation	LADAS & PARRY LLP	4502282	3, 36
2116682458	LM	Registration	Trademark	United States	L'HEURE MAGIQUE	Shiseido Americas Corporation	LADAS & PARRY LLP	2842177	3
1121742325	LM	Registration	Trademark	United States	LIGHT CATCHER	Shiseido Americas Corporation	LADAS & PARRY LLP	8725327	3
1121742326	LM	Registration	Trademark	United States	LIGHT REVEALER	Shiseido Americas Corporation	LADAS & PARRY LLP	8725312	3
1119713685	bareMinerals	Registration	Trademark	United States	MAKEUP SO PURE AND CLEAN YOU CAN SLEEP ON IT	Shiseido Americas Corporation	LADAS & PARRY LLP	8335691	3
1116681915	bareMinerals	Registration	Trademark	United States	MAKEUP SO PURE YOU CAN SLEEP IN IT	Shiseido Americas Corporation	LADAS & PARRY LLP	8382432	3
2116679885	bareMinerals	Registration	Trademark	United States	MARVELOUS MOXIE	Shiseido Americas Corporation		4933687	3
2116682454	BUXOM	Registration	Trademark	United States	MAY CONTAIN MUDITY	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	5129964	3
2116679896	bareMinerals	Registration	Trademark	United States	MINERAL VEIL	Shiseido Americas Corporation	LADAS & PARRY LLP	2865884	3
1119715284	bareMinerals	Registration	Trademark	United States	MINERALIST	Shiseido Americas Corporation	LADAS & PARRY LLP	6097494	3
2116682459	LM	Registration	Trademark	United States	PAINT WASH	Shiseido Americas Corporation	LADAS & PARRY LLP	4729800	3
1117682140	BUXOM	Registration	Trademark	United States	PULLWPOUT	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	3587872	3
1120713822	BUXOM	Registration	Trademark	United States	PUMP SHIRT	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	6385651	3
1120714631	BUXOM	Registration	Trademark	United States	PUMPLINE	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	8147614	3
1120732465	BUXOM	Registration	Trademark	United States	POWER LINE	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	8480283	3
2116679844	bareMinerals	Registration	Trademark	United States	PRIME TIME	Shiseido Americas Corporation	LADAS & PARRY LLP	4287043	3
1119713988	LM	Registration	Trademark	United States	PURE CANVAS PRIMER	Shiseido Americas Corporation	LADAS & PARRY LLP	3054476	3
2116678678	bareMinerals	Registration	Trademark	United States	PURE PLUSH	Shiseido Americas Corporation	LADAS & PARRY LLP	4922456	3

Case#	Brand	Applicant/Registration	Type	Jurisdiction	Mark	Registrant	Local Counsel	Appl/Rec#	Classes
2118679846	bareMinerals	Registration	Trademark	United States	PURE TRANSFORMATION	Shiseido Americas Corporation	LADAS & PARRY LLP	4334571	3
2118679847	bareMinerals	Registration	Trademark	United States	PURELY NOURISHING	Shiseido Americas Corporation	LADAS & PARRY LLP	3704386	3
2118679853	BUXOM	Registration	Trademark	United States	SERIAL KISSER	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	4380543	3
2118679854	bareMinerals	Registration	Trademark	United States	SKINLONGEVITY	Shiseido Americas Corporation	LADAS & PARRY LLP	4528334	3
1118713131	BUXOM	Registration	Trademark	United States	STAYCATION VIBES	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	5114489	3
1118715194	bareMinerals	Registration	Trademark	United States	STRENGTH & LENGTH	Shiseido Americas Corporation	LADAS & PARRY LLP	6212373	3
2118679778	bareMinerals	Registration	Trademark	United States	SWIRL, TAP, BUFF	Shiseido Americas Corporation	LADAS & PARRY LLP	2849879	3
1118704096	bareMinerals	Registration	Trademark	United States	THE POWER OF GOOD	Shiseido Americas Corporation	LADAS & PARRY LLP	9873127	3, 21, 35
2118679782	bareMinerals	Registration	Trademark	United States	TUTORIALS	Shiseido Americas Corporation	LADAS & PARRY LLP	3388926	3
1118684635	BUXOM	Registration	Trademark	United States	VA-VA-PUMP	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	5455128	3
2118677049	BUXOM	Registration	Trademark	United States	WANDERLIST	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	8028370	3
2118679784	bareMinerals	Registration	Trademark	United States	WELL-RESTED	Shiseido Americas Corporation	LADAS & PARRY LLP	3527801	3
1120731550	BUXOM	Registration	Trademark	United States	WHITE RUSSIAN	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	8153161	3
1118710150	BUXOM	Registration	Trademark	United States	XTROVERT	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	8879547	3