

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM727216

| | | | |
|---|--|-----------------------------------|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Orveon Global Holdings Ltd. | | 05/02/2022 | Company: ENGLAND AND WALES |
| RECEIVING PARTY DATA | | | |
| Name: | Laura Mercier US Buyer LLC | | |
| Street Address: | 500 Fifth Avenue, 26th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10110 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 12 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2650625 | EAU DE LUNE | |
| Registration Number: | 5525144 | HOUSE OF FLAWLESS | |
| Registration Number: | 3114248 | LAURA MERCIER | |
| Registration Number: | 2350939 | LAURA MERCIER | |
| Registration Number: | 2750756 | LAURA MERCIER | |
| Registration Number: | 2446387 | LAURA MERCIER | |
| Registration Number: | 4502382 | LAURA MERCIER OVARIAN CANCER FUND | |
| Registration Number: | 2642177 | L'HEURE MAGIQUE | |
| Registration Number: | 6720327 | LIGHT CATCHER | |
| Registration Number: | 6720312 | LIGHT REVEALER | |
| Registration Number: | 4729000 | PAINT WASH | |
| Registration Number: | 6054476 | PURE CANVAS PRIMER | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2127088959 | | |
| <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> | | | |
| Phone: | 2127083460 | | |
| Email: | slebson@ladas.com | | |
| Correspondent Name: | Scott J. Lebson | | |

CH \$315.00 2650625

Address Line 1: 1040 Avenue of the Americas
Address Line 4: New York, NEW YORK 80995

ATTORNEY DOCKET NUMBER: A22TMA56902-US

NAME OF SUBMITTER: Scott J. Lebson

SIGNATURE: /sjl/

DATE SIGNED: 05/11/2022

Total Attachments: 4

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **Orveon Global Holdings Ltd.**, a company organized 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 ASSIGNOR] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

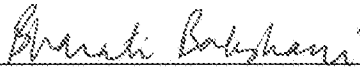
[Set forth on the attached schedule]

AND WHEREAS, **Laura Mercier US Buyer LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, located at 500 Fifth Avenue, 26th Floor, New York, New York 10110, United States of America, [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 2nd day of May, 2022.

Orveon Global Holdings Ltd.

By 
Bharati Bakshani
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 2nd day of May, 2022.

Laura Mercier US Buyer LLC

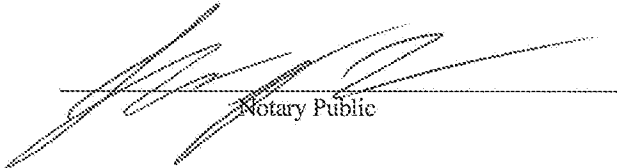
By 
Lanming G. Bryer
Authorized Signatory

[See over for Notarial Acknowledgment]

CORPORATE ACKNOWLEDGMENT

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

On this 2nd day of May, 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 company described in the foregoing instrument; that she executed said instrument on behalf of the said company; that she is authorized to execute an instrument of this nature by order of the Board of Directors of the company.


Notary Public

JACOB J. RESSON
Notary Public, State of New York
No. 02158105173
Qualified in New York County
Commission Expires February 2, 2024

[Seal]

ASSIGNOR

| Case# | Brand | Application/ Registration | Type | Jurisdiction | Mark | Registrant | Local Counsel | Applicant# | Classes |
|------------|-------|------------------------------|-----------|---------------|--|-------------------------------|-------------------|------------|---------|
| 2116655443 | LM | Registration | Trademark | United States | EAU DE L'UNE | Shiseido Americas Corporation | LADAS & PARRY LLP | 2680326 | 3 |
| 2116655112 | LM | Registration | Trademark | United States | HOUSE OF FAWLESS | Shiseido Americas Corporation | LADAS & PARRY LLP | 5925144 | 3 |
| 2116655453 | LM | Registration | Trademark | United States | LAURA MERCIER | Shiseido Americas Corporation | LADAS & PARRY LLP | 3114248 | 8 21 |
| 2116655454 | LM | Registration | Trademark | United States | LAURA MERCIER | Shiseido Americas Corporation | LADAS & PARRY LLP | 2350898 | 16 42 |
| 2116655455 | LM | Registration | Trademark | United States | LAURA MERCIER | Shiseido Americas Corporation | LADAS & PARRY LLP | 2753756 | 3 |
| 2116655458 | LM | Registration | Trademark | United States | LAURA MERCIER | Shiseido Americas Corporation | LADAS & PARRY LLP | 2448387 | 35 |
| 2116655457 | LM | Registration | Trademark | United States | laura mercier OVARIAN CANCER FUND and PURE MADOULE | Shiseido Americas Corporation | LADAS & PARRY LLP | 4502382 | 3 36 |
| 2116655458 | LM | Registration | Trademark | United States | PURE MADOULE | Shiseido Americas Corporation | LADAS & PARRY LLP | 2842177 | 3 |
| 1121742125 | LM | Registration | Trademark | United States | LIGHT CATIONER | Shiseido Americas Corporation | LADAS & PARRY LLP | 6726327 | 3 |
| 1121742268 | LM | Registration | Trademark | United States | LIGHT REVEALER | Shiseido Americas Corporation | LADAS & PARRY LLP | 6726310 | 3 |
| 2116655439 | LM | Registration | Trademark | United States | PAINT WASH | Shiseido Americas Corporation | LADAS & PARRY LLP | 4779090 | 3 |
| 1119713990 | LM | Registration | Trademark | United States | PURE CANVAS PRIMER | Shiseido Americas Corporation | LADAS & PARRY LLP | 6954476 | 3 |