

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM752560

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shiseido Company, Limited		07/01/2022	Corporation: JAPAN
RECEIVING PARTY DATA			
Name:	Shiseido Professional Inc.		
Street Address:	5-5, Ginza 7-chome, Chuo-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	104-0061		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2887177	CRYSTALLIZING STRAIGHT	
CORRESPONDENCE DATA			
Fax Number:			
<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:	858-720-5797		
Email:	NodaTM@perkinscoie.com		
Correspondent Name:	Masahiro Noda		
Address Line 1:	P.O. Box 2608		
Address Line 4:	Seattle, WASHINGTON 98111		
NAME OF SUBMITTER:	Masahiro Noda		
SIGNATURE:	/Masahiro Noda/		
DATE SIGNED:	08/31/2022		
Total Attachments: 1			
source=US Trademark Assignment - Reg. No. 2887177 (1 July 2022)#page1.tif			

OP \$40.00 2887177

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of July 1, 2022 ("Effective Date"), by and between Shiseido Company Limited, a corporation organized under the laws of Japan, having its place of business at 5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan 104-0061 (the "**Assignor**"), and Shiseido Professional Inc., a corporation organized under the laws of Japan, and having its place of business at 5-5, Ginza 7-chome, Chuo-ku, Tokyo, Japan 104-0061 (the "**Assignee**").

RECITALS

WHEREAS, Assignor owns all right, title and interest in and to U.S. federal Trademark Registration No. 2887177 for the mark CRYSTALLIZING STRAIGHT (hereinafter the "**Mark**");

WHEREAS, Assignor and Assignee have entered into a Trademark Assignment Agreement dated July 1, 2022, under which Assignor agreed to convey and assign to Assignee all of Assignor's right, title and interest in and to the Mark, together with the goodwill associated therewith;

WHEREAS, Assignor and Assignee wish to enter into this Agreement in order to assign the Mark from Assignor to Assignee; and

NOW, THEREFORE, for good and valuable consideration, sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor hereby authorizes the Commissioner for Trademarks of the US Patent and Trademark Office to record Assignee as the Assignee and owner of said mark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative as of the Effective Date.

SHISEIDO COMPANY LIMITED

By:  _____

Name: Masahiko UOTANI

Title: Representative Director, President and CEO