

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM756279

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vivienne Cosmétiques S.A.S.		09/09/2022	Société Par Actions Simplifiée (Sas): FRANCE
RECEIVING PARTY DATA			
Name:	VIVIENNE SABO COSMETIQUES SAS		
Street Address:	66 avenue des Champs-Élysées		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75008		
Entity Type:	Société Par Actions Simplifiée (Sas): FRANCE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	5633367	COUP DE GÉNIE	
Registration Number:	5551609	QUATRE NUANCES	
Registration Number:	5449219	OMBRELLE	
Registration Number:	5424210	MON GÉNÉRAL	
Registration Number:	5419138	TEINTE DÉLICATE	
Registration Number:	5419109	ROUGE CHARMANT	
Registration Number:	5408367	JOLIES LÈVRES	
Registration Number:	5403146	PETITS JEUX	
Registration Number:	5403108	REGARD COQUET	
Registration Number:	5301644	VIVIENNE SABÓ JALOUSE	
Registration Number:	5292495	GARÇONETTE	
Registration Number:	5287609	ÉVENTAILLISTE	
Registration Number:	5287346	VIVIENNE SABÓ EVENTAILLISTE	
Registration Number:	5278223	VIVIENNE SABÓ	
Registration Number:	5274963	VIVIENNE SABÓ CABARET PREMIÈRE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 9198697871
Email: bruce@marguliestrademark.com
Correspondent Name: Bruce Margulies
Address Line 1: 700 Market Street #218
Address Line 4: Chapel Hill, NORTH CAROLINA 27516

ATTORNEY DOCKET NUMBER: VIVI0001

DOMESTIC REPRESENTATIVE

Name: Bruce Margulies
Address Line 1: 700 Market Street #218
Address Line 4: Chapel Hill, NORTH CAROLINA 27516

NAME OF SUBMITTER: Bruce Margulies

SIGNATURE: /BruceMargulies/

DATE SIGNED: 09/20/2022

Total Attachments: 3

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AGREEMENT ON THE ASSIGNMENT OF TRADEMARKS

BETWEEN:

Vivienne Cosmétiques S.A.S., a société par actions simplifiée (sas) company, having its registered office located at 81 Rue Réaumur Paris FRANCE 75002, registered under the number 809 340 193, represented by Urs Rindlisbacher acting as President, having all powers for the purposes hereof,

hereinafter referred to as "the Assignor", on the one hand,

And

VIVIENNE SABO COSMETIQUES SAS, a société par actions simplifiée (sas) company, having its registered office located at 66 avenue des Champs-Élysées 75008 Paris (France), registered under the number 901 065 862 represented by Urs Rindlisbacher acting as President, having full powers for the purposes hereof,

hereinafter referred to as "the Assignee", on the other hand,

WHEREAS:

The Assignor is the owner of a series of trademarks, registered in the territory of United States of America:

No	Registration Number	Serial Number	Word Mark	Goods and Services
1	5633367	87149896	COUP DE GENIE	03
2	5551609	87320584	QUATRE NUANCES	03
3	5449219	87127583	OMBRELLE	03
4	5424210	87112362	MON GENERAL	03
5	5419138	87149893	TEINTE DELICATE	03
6	5419109	87131176	ROUGE CHARMANT	03
7	5408367	87131178	JOLIES LEVRES	03
8	5403146	87332160	PETITS JEUX	03
9	5403108	87320586	REGARD COQUET	03
10	5301644	87434781	VIVIENNE SABO JALOUSE	03
11	5292495	87112361	GARCONETTE	03
12	5287609	87112357	EVENTAILLISTE	03
13	5287346	87056816	VIVIENNE SABO EVENTAILLISTE	03
14	5278223	87975585	VIVIENNE SABO	03,08,21
15	5274963	87274704	VIVIENNE SABO CABARET PREMIERE	03

The Assignee wishes to acquire full and complete ownership rights of the Trademarks and the Assignor wishes to assign them to him.

NOW IT IS THEREFOR AGREED AS FOLLOWS:

Article 1 – Purpose

1.1 The Assignor hereby assigns to the Assignee, who accepts, full and complete ownership of the rights, comprising all the property, right, title and interest in and to the Trademarks including all common law rights connected therein together with the registrations together with the goodwill of the business in

connection with which the Trademarks are used and which is symbolized by the Trademarks; all income, royalties, and damages hereafter due or payable to Assignor with respect to the Trademarks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Trademarks; and all rights to sue for past, present and future infringements or misappropriations of the Trademarks he owns, registered under the numbers:

Registration Number	Serial Number	Word Mark
5633367	87149896	COUP DE GENIE
5551609	87320584	QUATRE NUANCES
5449219	87127583	OMBRELLE
5424210	87112362	MON GENERAL
5419138	87149893	TEINTE DELICATE
5419109	87131176	ROUGE CHARMANT
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5403108	87320586	REGARD COQUET
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5278223	87975585	VIVIENNE SABO
5274963	87274704	VIVIENNE SABO CABARET PREMIERE

in the territory of United States of America in relation to all goods and (or) services for which these Trademarks are registered. The Assignor hands over to the Assignee all documents regarding the Trademarks as soon as possible.

1.2 The present assignment is granted and agreed without any other guarantee than the material existence of the Trademarks and those referred to in Article 2 below.

Article 2 – Warranties

The Assignor expressly states that:

- the Trademarks have not been the subjects of any pledge or guarantee of any kind;
- it has all the rights attached to the Trademarks, that Trademarks are not the subjects of any infringement litigation in progress, nor of any forfeiture action, and that it is free to assign Trademarks freely.

Article 3 – Price

The present assignment is granted and agreed to in consideration for good and valuable consideration, the receipt of which is acknowledged.

Article 4 – Consequences of the assignment

4.1 As a result of the present assignment, the Assignee is subrogated to all of the Assignor's rights in the Trademarks with the goodwill in full, so that from the date of signature of the present agreement, the Assignee will have full ownership and possession of the Trademarks and will be able to dispose of them or use them at its discretion, maintain them in force or renounce to them.

4.2 The Assignee shall pay, as of the date of signature of the present agreement, for the renewal fees regarding the Trademarks to the extent that it wishes to maintain them in force.

4.3 This present assignment entitles the Assignee to proceed with all infringement proceedings in respect of all infringement prior or subsequent to the said assignment.

Article 5 – Applicable law - Jurisdiction

5.1 The present agreement is subject to the laws of France.

5.2 Any dispute relating to its interpretation and/or its performance shall be submitted, failing settlement out of courts, to the competent court of the Assignor's registered office jurisdiction.

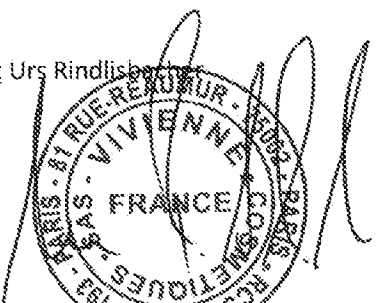
Article 6 – Registration in the National Register of Trademarks

Any costs incurred by the registration formalities of the present assignment shall be borne by the Assignee, who undertakes to do so.

Article 8 – Power of attorney

All powers are given to the holder of an original of the present agreement to register the said assignment with the United States Patent and Trademark Office (USPTO) or any other requirement that may be necessary with any administration or any other registration authority in accordance with the present agreement.

Paris,
September 9th, 2022
In 3 (three) original copies

the Assignor	the Assignee
<p>Vivienne Cosmétiques S.A.S. 81 Rue Réaumur Paris FRANCE 75002 <i>a société par actions simplifiée (sas)</i></p> <p>President <u>Urs Rindlisbacher</u></p> 	<p>VIVIENNE SABO COSMETIQUES SAS 66 avenue des Champs-Élysées 75008 Paris (France) <i>a société par actions simplifiée (sas)</i></p> <p>President <u>Urs Rindlisbacher</u></p> <p>VIVIENNE SABO COSMETIQUES SAS 66 avenue des Champs Élysées 75008 Paris</p> 