

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM765243

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF INTELLECTUAL PROPERTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
L'Oréal USA, Inc.		10/17/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Holding Company I, Inc.		
<b>Street Address:</b>	10 Hudson Yards		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 41</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5111407	ALPHARET	
<b>Registration Number:</b>	5138804	ALPHARET	
<b>Registration Number:</b>	5102302	BETTER REWARDS	
<b>Registration Number:</b>	5088488	BIOREWIND	
<b>Registration Number:</b>	5060438	DERMADEEP	
<b>Serial Number:</b>	88468397	DERMAFORCE	
<b>Registration Number:</b>	5224409	INTERFUSE	
<b>Registration Number:</b>	6440302		
<b>Serial Number:</b>	97162759	RECUPA	
<b>Registration Number:</b>	5088281	SKINBETTER	
<b>Registration Number:</b>	4543994	SKINBETTER	
<b>Registration Number:</b>	5088209	SKINBETTER SCIENCE	
<b>Registration Number:</b>	6611844	SKINBETTER SCIENCE	
<b>Registration Number:</b>	6465215	EYE MAX	
<b>Registration Number:</b>	5921836	SUNBETTER	
<b>Registration Number:</b>	5459657	DERMARCHE LABS SMARTSYNC	
<b>Registration Number:</b>	5018772	DERMARCHÉ LABS FULLFILL	
<b>Registration Number:</b>	4777749	DERMARCHÉ	
<b>Registration Number:</b>	4676607	ROLOXIN	

CH \$1040.00 5111407

Property Type	Number	Word Mark
Registration Number:	4969738	SILICALIFT
Registration Number:	5137680	REFLECT THE BEAUTY OF SCIENCE.
Registration Number:	6702356	DREAM INITIATIVE
Registration Number:	5137681	THE CONVERGENCE OF SCIENCE, BEAUTY AND A
Registration Number:	4998774	THE SCIENCE OF HONEST SKIN CARE
Serial Number:	90626557	TRIAZ
Registration Number:	5210723	TRANSFORMING SKIN SCIENCE.
Registration Number:	5498685	SMARTSYNC PROBIOTIC SCIENCE
Serial Number:	97368391	HAIRBETTER
Serial Number:	97081110	BEAUTYSPAN
Registration Number:	6660672	FORCES OF BEAUTY
Serial Number:	90106730	THE SCIENCE OF MEN'S SKINCARE
Registration Number:	4723001	SKINBETTER THE SCIENCE OF YOUR SKIN
Registration Number:	6654614	DREAM: DRIVING RACIAL EQUITY IN AESTHETI
Serial Number:	88889607	AESCERT
Registration Number:	6235436	AESCERT
Serial Number:	97439111	MYSTRO
Serial Number:	97439106	CORO
Registration Number:	5158020	SKINBETTER SCIENCE
Registration Number:	5397092	INVISILIFT
Registration Number:	4538385	SKINBETTER
Serial Number:	97175120	BIOREWIND

**CORRESPONDENCE DATA**

Fax Number: 2123108007

*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: 2123108000

Email: juan.arias@weil.com

Correspondent Name: Maryann Thompson

Address Line 1: Weil, Gotshal & Manges LLP

Address Line 2: 767 Fifth Avenue

Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER: M. Thompson- 39200.0128

NAME OF SUBMITTER: Maryann Thompson

SIGNATURE: /Maryann Thompson/

DATE SIGNED: 11/02/2022

Total Attachments: 11

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**ASSIGNMENT OF INTELLECTUAL PROPERTY**

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this “**Assignment**”) is made and executed effective as of October 17, 2022 by L’Oréal USA, Inc., a Delaware corporation (“**Assignor**”), in favor of Holding Company I, Inc., a Delaware corporation (“**Assignee**”). Capitalized terms not otherwise defined in this Assignment will have the meanings ascribed to such terms in the Contribution Agreement (as defined below).

WHEREAS, Assignor, Assignee, Creative, Products and S/D have entered into that certain Contribution Agreement, dated as of October 17, 2022 (the “**Contribution Agreement**”);

WHEREAS, pursuant to the Contribution Agreement, Assignor agreed to contribute, assign and transfer to Assignee, and Assignee agreed to accept the Remaining Purchased Assets and Transferred Assets, including the Transferred Marks, Transferred Domain Names and Transferred Copyrights.

NOW, THEREFORE, in consideration of the above promises, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. **Transfer of Transferred Marks, Transferred Domain Names and Transferred Copyrights.** Assignor hereby assigns to Assignee and its successors all of Assignor’s right, title and interest in and to the Transferred Marks, Transferred Domain Names and Transferred Copyrights (including without limitation, those set forth on **Exhibit A**) and including without limitation, all common law rights relating thereto and all registrations thereof and applications therefor, together with all goodwill associated with, corresponding to, symbolized by and embodied in such trademarks and domain names, and including without limitation the right to commence an action and recover for past, present and future infringement of such trademarks, domain names and copyrights.

2. **Exclusions.** For the avoidance of doubt, the intellectual property assigned pursuant to this Assignment does not include certain intellectual property and related assets which have been sold to L’Oréal Parent pursuant to that certain Purchase Agreement, dated as of October 17, 2022, by and between the Assignor and L’Oréal Parent.

3. **Recordation of Assignment.** Assignor will cooperate with Assignee to record this Assignment with the appropriate governmental entities in all jurisdictions designated by Assignee, including without limitation, the United States Patent and Trademark Office and United States Copyright Office.

4. **Binding Effect; Successors and Assigns.** This Assignment shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, legal representatives, successors and permitted assigns. Nothing herein expressed or implied shall give, or be construed to give, to any Person, other than the parties hereto and their permitted assigns, any right, remedies or claims under or with respect to this Assignment or any provisions hereof.

5. Counterparts. This Assignment may be executed in any number of counterparts, each of which when so executed shall be deemed to be an original but all of which together shall constitute one and the same instrument. Delivery of an executed counterpart of a signature page of this Assignment by facsimile transmission or by electronic transmission of a .pdf or other electronic file shall be as effective as delivery of a manually executed counterpart of this Assignment.

6. Governing Law. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York applicable to contracts made and performed in such State, without reference to conflict of law principles, including all matters of construction, validity and performance.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed by their duly authorized representative and effective as of the day and year first above written.

**ASSIGNOR**

L'ORÉAL USA, INC.

DocuSigned by:  
By: Nicholas Milosh  
Name: Nicholas Milosh  
Title: Senior Vice President, Business  
Development

**ASSIGNEE**

HOLDING COMPANY I, INC.

DocuSigned by:

By: Thomas Sarakatsannis

Name: Thomas Sarakatsannis

Title: Senior Vice President & General  
Counsel

[SIGNATURE PAGE TO ASSIGNMENT OF U.S. INTELLECTUAL PROPERTY]

**TRADEMARK**  
**REEL: 007883 FRAME: 0271**

EXHIBIT A

Transferred Marks; Transferred Domain Names; and Transferred Copyrights

**Transferred Marks**

<b>Mark</b>	<b>Type of Mark</b>	<b>Country</b>	<b>Status</b>	<b>Appl. No.</b>	<b>File Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Intl Class</b>
ALPHARET	WORD	UNITED STATES	REGISTERED	87/038551	05/16/2016	5111407	12/27/2016	5
ALPHARET	WORD	UNITED STATES	REGISTERED	86/867344	01/06/2016	5138804	02/07/2017	3
BETTER REWARDS	WORD	UNITED STATES	REGISTERED	87/086805	6/28/2016	5102302	12/13/2016	35
BIREWIND	WORD	UNITED STATES	REGISTERED	86/939209	03/14/2016	5088488	11/22/2016	3
DERMADEEP	WORD	UNITED STATES	REGISTERED	86627170	05/12/2015	5060438	10/11/2016	3
DERMAFORCE	WORD	UNITED STATES	PENDING	88/468397	06/11/2019			35,42,45
INTERFUSE	WORD	UNITED STATES	REGISTERED	87/002982	04/15/2016	5224409	06/13/2017	3
PLUS DESIGN	DESIGN	UNITED STATES	REGISTERED	90304147	11/06/2020	6440302	08/03/2021	3,5
RECUPA	WORD	UNITED STATES	PENDING	97162759	12/08/2021			3
SKINBETTER	WORD	UNITED STATES	REGISTERED	86/860657	12/29/2015	5088281	11/22/2016	3,5
SKINBETTER	WORD	UNITED STATES	REGISTERED	85/608002	04/25/2012	4543994	06/03/2014	44
SKINBETTER SCIENCE	WORD	UNITED STATES	REGISTERED	86/828634	11/23/2015	5088209	11/22/2016	3,35



Mark	Type of Mark	Country	Status	Appl. No.	File Date	Reg. No.	Reg. Date	Intl Class
SKINBETTER SCIENCE (Logo)	DESIGN PLUS WORDS	UNITED STATES	REGISTERED	90497237	01/29/2021	6611844	01/11/2022	3,5
EYE MAX	WORD	UNITED STATES	REGISTERED	90160580	09/04/2020	6465215	08/24/2021	3
SUNBETTER	WORD	UNITED STATES	REGISTERED	87/929323	05/21/2018	5921836	11/26/2019	5
Alto Defense Serum™	Common Law	UNITED STATES	N/A	N/A	N/A	N/A	N/A	N/A
Even Tone Correcting Serum™	Common Law	UNITED STATES	N/A	N/A	N/A	N/A	N/A	N/A
Trio Rebalancing Moisture Treatment™	Common Law	UNITED STATES	N/A	N/A	N/A	N/A	N/A	N/A
Solo Hydrating Defense™	Common Law	UNITED STATES	N/A	N/A	N/A	N/A	N/A	N/A
Techno™ Neck Perfecting Cream	Common Law	UNITED STATES	N/A	N/A	N/A	N/A	N/A	N/A
Alto Advanced Defense and Repair Serum™	Common Law	UNITED STATES	N/A	N/A	N/A	N/A	N/A	N/A
DERMARCHE LABS SMARTSYNC	WORD	UNITED STATES	REGISTERED	87089612	06/30/2016	5459657	05/01/2018	3
DERMARCHE LABS FULLFILL	WORD	UNITED STATES	REGISTERED	86627757	05/13/2015	5018772	08/09/2016	3
DERMARCHE	WORD	UNITED STATES	REGISTERED	85963902	06/19/2013	4777749	07/21/2015	35
ROLOXIN	WORD	UNITED STATES	REGISTERED	86197397	2/19/2024	4676607	1/20/2015	3,5

Mark	Type of Mark	Country	Status	Appl. No.	File Date	Reg. No.	Reg. Date	Intl Class
SILICALIFT	WORD	UNITED STATES	REGISTERED	86499696	1/9/2015	4969738	5/31/2016	3
REFLECT THE BEAUTY OF SCIENCE.	WORD	UNITED STATES	REGISTERED	87141124	8/17/2016	5137680	2/7/2017	35
DREAM INITIATIVE	WORD	UNITED STATES	REGISTERED	90067643	7/22/2020	6702356	4/12/2022	35
THE CONVERGENCE OF SCIENCE, BEAUTY AND AFFORDABLE LUXURY	WORD	UNITED STATES	REGISTERED	87141171	8/17/2016	5137681	2/7/2017	35
THE SCIENCE OF HONEST SKIN CARE	WORD	UNITED STATES	REGISTERED	86289072	5/22/2014	4998774	7/12/2016	5,35
TRIAZ	WORD	UNITED STATES	PENDING	90626557	4/6/2021			3
TRANSFORMING SKIN SCIENCE	WORD	UNITED STATES	REGISTERED	87007777	4/20/2016	5210723	5/23/2017	35
SMARTSYNC	WORD	UNITED STATES	REGISTERED	87252420	11/30/2016	5498685	6/19/2018	3
PROBIOTIC SCIENCE	WORD	UNITED STATES	PENDING	97368391	4/18/2022			3
HAIRBETTER	WORD	UNITED STATES	PENDING	97081110	10/19/2021			3,5
BEAUTYSPAN	WORD	UNITED STATES	PENDING	90121464	8/18/2020	6660672	3/1/2022	41
FORCES OF BEAUTY	WORD	UNITED STATES	REGISTERED	90106730	8/11/2020			35
THE SCIENCE OF MEN'S SKINCARE	WORD	UNITED STATES	PENDING	86371926	8/20/2014	4723001	4/21/2015	35,44
SKINBETTER THE SCIENCE OF YOUR SKIN	WORD	UNITED STATES	REGISTERED					

Mark	Type of Mark	Country	Status	Appl. No.	File Date	Reg. No.	Reg. Date	Intl Class
DREAM: DRIVING RACIAL EQUITY IN AESTHETIC MEDICINE	WORD	UNITED STATES	REGISTERED	90067637	7/22/2020	6654614	2/22/2022	35,41
AESCERT	WORD	UNITED STATES	PENDING	88889607	4/27/2020			9,44
AESCERT	WORD	UNITED STATES	REGISTERED	88865916	4/9/2020	6235436	12/29/2020	42
MYSTRO	WORD	UNITED STATES	PENDING	97439111	6/1/2022			3
CORO	WORD	UNITED STATES	PENDING	97439106	6/1/2022			3
SKINBETTER SCIENCE	WORD	UNITED STATES	REGISTERED	87050845	5/26/2016	5158020	3/7/2017	5
INVISILIFT	WORD	UNITED STATES	REGISTERED	87020085	4/29/2016	5397092	2/6/2018	3, 5
SKINBETTER	WORD	UNITED STATES	REGISTERED	85607916	4/25/2012	4538385	5/27/2014	35
SILICALIFT	WORD	UNITED STATES	REGISTERED	86499696	05/31/2016	4969738	05/31/2016	03
THE SCIENCE OF HONEST SKIN CARE	WORD	UNITED STATES	REGISTERED	86289072	07/12/2016	4998774	07/12/2016	05,35
DERMARCHE LABS FULLFILL	WORD	UNITED STATES	REGISTERED	86627757	08/09/2016	5018772	08/09/2016	03
DERMADEEP	WORD	UNITED STATES	REGISTERED	86627170	10/11/2016	5060438	10/11/2016	03
BIOREWIND	WORD	UNITED STATES	REGISTERED	86/939209	11/22/2016	5088488	11/22/2016	03
SKINBETTER SCIENCE	WORD	UNITED STATES	REGISTERED	86/828634	11/22/2016	5088209	11/22/2016	03,35

Mark	Type of Mark	Country	Status	Appl. No.	File Date	Reg. No.	Reg. Date	Intl Class
SKINBETTER	WORD	UNITED STATES	REGISTERED	86/860657	11/22/2016	5088281	11/22/2016	03,05
BETTER REWARDS	WORD	UNITED STATES	REGISTERED	87/086805	12/13/2016	5102302	12/13/2016	35
ALPHARET	WORD	UNITED STATES	REGISTERED	87/038551	12/27/2016	5111407	12/27/2016	05
BIOREWIND	WORD	UNITED STATES	SUSPENDED	97175120	12/16/2021			5

TRADEMARK  
REEL: 007883 FRAME: 0276

**Transferred Domain Names**

<b>Domain (Punycode)</b>	<b>Extension (Punycode)</b>	<b>Expiration</b>	<b>Status</b>
shopskinbetter.com	.COM	1/4/2024	Registered
skin-better.com	.COM	11/8/2022	Registered
skinbetter.com	.COM	8/23/2024	Registered
skinbetter.org	.ORG	8/23/2024	Registered
skinbetterinstitute.com	.COM	4/16/2023	Registered
skinbetterinstitute.org	.ORG	4/16/2023	Registered
skinbetter.science.com	.COM	9/23/2022	Registered
skinbetter.scienceinstitute.com	.COM	5/5/2022	Registered
skinbetter.scienceinstitute.org	.ORG	5/5/2022	Registered
skinbetter.sciences.com	.COM	9/23/2022	Registered
sunbetter.com	.COM	1/23/2024	Registered
sunbetterment.com	.COM	9/28/2022	Registered
thebetterskin.com	.COM	10/21/2022	Registered
thescienceofhonestskincare.com	.COM	2/4/2023	Registered

Transferred Copyrights

Registration #	Country	Title of Work	Publication Year	Author
TXu 2-195-820	USPTO / US	EXECUTIVE SUMMARY OF PROJECT AesCer™ GUIDANCE SUPPLEMENT	2020	Skinbetter Science Institute, LLC
TuX 2-195-807	USPTO / US	PROJECT AesCer GUIDANCE "PRACTICAL CONSIDERATIONS FOR AESTHETIC MEDICINE PRACTICAL CONSIDERATIONS FOR AESTHETIC MEDICINE PROFESSIONALS SUPPORTING CLINIC PREPAREDNESS IN RESPONSE TO THE SARS-CoV-2 OUTBREAK" PROFESSIONALS SUPPORTING CLINIC PREPAREDNESS IN RESPONSE TO THE SARS-CoV-2 OUTBREAK"	2020	Skinbetter Science Institute, LLC

TRADEMARK

REEL: 007883 FRAME: 0278

RECORDED: 11/02/2022