

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM779893

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900722169		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shiseido Americas Corporation		08/05/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Orveon Global Holdings Ltd.		
Street Address:	The Adelphi, 1-11 John Adam St., Floor 10		
City:	London WC2N 6HT		
State/Country:	UNITED KINGDOM		
Entity Type:	Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6790409	MAXIMIST	
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:	12127083460		
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:	01/11/2023		
Total Attachments: 3			
source=Assignment docs - No. 6790409#page1.tif			
source=Assignment docs - No. 6790409#page2.tif			
source=Assignment docs - No. 6790409#page3.tif			

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, 10th Floor, Rutherford, New Jersey 07070, United States of America, [hereinafter the ASSIGNOR"] has adopted and used the Trademark(s) registered in the United States Patent and Trademark Office:

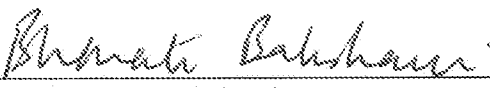
MAXIMIST No. 6790409

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 trademark(s) and the registration(s) 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 trademark(s) and registration(s) thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademark(s).

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 5th day of August, 2022.

Shiseido Americas Corporation

By 
Bharati Bakshani
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 5th day of August, 2022.

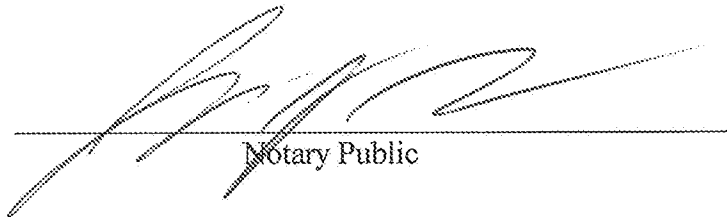
Orveon Global Holdings Ltd.

By 
Lanning G. Bryer
Authorized Signatory

CORPORATE ACKNOWLEDGMENT

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

On this 5th day of August, 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

[Seal]

SCOTT J. LEFFSON
Notary Public, State of New York
No. 02166105173
Qualified in New York County
Commission Expires February 2, 2024

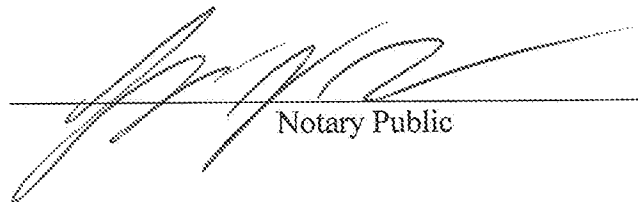
ASSIGNOR

TRADEMARK
REEL: 007907 FRAME: 0439

CORPORATE ACKNOWLEDGMENT

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

On this 5th day of August, 2022, before me personally appeared **Lanning G. Bryer**, to me known, who, being by me duly sworn, did depose and say that he is the **Authorized Signatory** of the company described in the foregoing instrument; that he executed said instrument on behalf of the said company; that he is authorized to execute an instrument of this nature by order of the Board of Directors of the company.


Notary Public

[SEAL]

SCOTT A. HUDSON
Notary Public, State of New York
No. 02155105173
Qualified in New York County
Commission Expires February 2, 2024

ASSIGNEE