

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM782648

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 Americas Corporation		01/24/2023	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: 4			
Property Type	Number	Word Mark	
Serial Number:	90168988	MATCHED	
Serial Number:	90169054	MATCHED BY LAURA MERCIER	
Serial Number:	88891044	REAL FLAWLESS	
Serial Number:	90565696	FLIP SIDE	
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:	Ladas & Parry LLP		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	A22TMA53771-US		
NAME OF SUBMITTER:	Scott J. Lebson		
SIGNATURE:	/sjl/		
DATE SIGNED:	01/26/2023		
Total Attachments: 5			
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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 390 Madison Avenue, 15th Floor, New York, New York 10017, United States of America, (hereinafter the "ASSIGNOR") has intended to use the marks in commerce and has filed applications now assigned the serial numbers set forth on the attached schedule indicating that intention, but has not yet filed a Statement of Use under Section 1 (c) or 1 (d) of the Trademark Act. Applicant is assigning the Trademarks in the above identified applications as part of the entire business or portion thereof to which the Trademarks pertain, as required by §15 U.S.C. 1060;

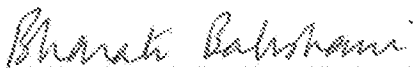
AND WHEREAS, **Orveon Global Holdings Ltd.**, a company organized and existing under the laws of England and Wales, with a business address at The Adelphi, 1-11 John Adam St., Floor 10, London WC2N 6HT, United Kingdom, (hereinafter the "ASSIGNEE") is desirous of acquiring the right, title and interest in and to the said 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 does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and the applications for the registration of the trademarks, and the goodwill of the business symbolized thereby.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration to the said ASSIGNEE.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 24th day of January, 2023.

Shiseido Americas Corporation

By 
Bharati Bakshani
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 24th day of January, 2023.

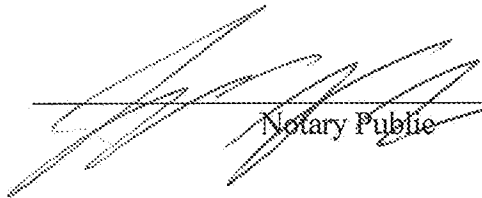
Orveon Global Holdings Ltd.

By 
Lanning G. Bryer
Authorized Signatory

CORPORATE ACKNOWLEDGMENT

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

On this 24th day of January, 2023, 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. LEBSON
Notary Public, State of New York
No. 02156105173
Qualified in New York County
Commission Expires February 7, 2024

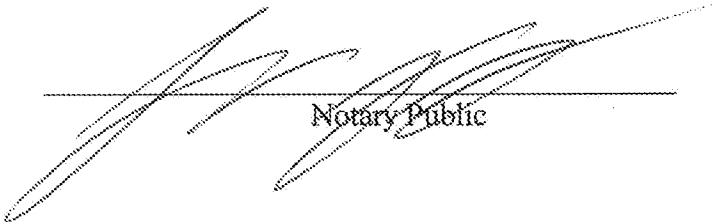
ASSIGNOR

TRADEMARK
REEL: 007953 FRAME: 0040

CORPORATE ACKNOWLEDGMENT

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

On this 24th day of January, 2023, 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 E. LESSON
Notary Public, State of New York
No. 02155105173
Qualified in New York County
Commission Expires February 2, 2024

ASSIGNEE

TRADEMARK
REEL: 007953 FRAME: 0041

Case#	Brand	Jurisdiction	Mark	Registrant	Local Counsel	App/Reg#	Classes
1120735229	LM	United States	MATCHED	Shiseido Americas Corporation	LADAS & PARRY LLP	90108668	9
1120735230	LM	United States	MATCHED BY LAURA MERCIER	Shiseido Americas Corporation	LADAS & PARRY LLP	90169094	9
1120732848	LM	United States	REAL FLAWLESS	Shiseido Americas Corporation	LADAS & PARRY LLP	88691044	3

Case#	Brand	Jurisdiction	Mark	Registrant	Local Counsel	App/Reg#	Classes
1121742196	BUXOM	United States	FLIP SIDE	SHISEIDO AMERICAS CORP.	LADAS & PARRY LLP	90565696	3