

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM782808

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Orveon Global Holdings Ltd.		01/25/2023	Company: ENGLAND AND WALES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Laura Mercier US Buyer LLC		
<b>Street Address:</b>	500 Fifth Avenue, 26th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10110		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90168988	MATCHED	
<b>Serial Number:</b>	90169054	MATCHED BY LAURA MERCIER	
<b>Serial Number:</b>	88891044	REAL FLAWLESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	12127083460		
<b>Email:</b>	slebson@ladas.com		
<b>Correspondent Name:</b>	Scott J. Lebson		
<b>Address Line 1:</b>	Ladas & Parry LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	A22TMA56902-US		
<b>NAME OF SUBMITTER:</b>	Scott J. Lebson		
<b>SIGNATURE:</b>	/sjl/		
<b>DATE SIGNED:</b>	01/27/2023		
<b>Total Attachments: 4</b>			
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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **Orveon Global Holdings Ltd.**, a company organized 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 "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;

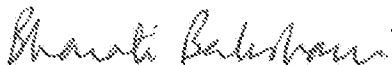
AND WHEREAS, **Laura Mercier US Buyer LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, located at 500 Fifth Avenue, 26<sup>th</sup> Floor, New York, New York 10110, United States of America, (hereinafter the "ASSIGNEE") is desirous 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 25<sup>th</sup> day of January, 2023.

**Orveon Global Holdings Ltd.**

By   
**Bharati Bakshani**  
**Authorized Signatory**

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 25<sup>th</sup> day of January, 2023.


**Laura Mercier US Buyer LLC**

By   
**Lanning G. Bryer**  
**Authorized Signatory**

CORPORATE ACKNOWLEDGMENT

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

On this 25<sup>th</sup> 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 company described in the foregoing instrument; that she executed said instrument on behalf of the said company; that she is authorized to execute an instrument of this nature by order of the Board of Directors of the company.

  
\_\_\_\_\_  
Notary Public  
SCOTT J. LEBSON  
Notary Public, State of New York  
No. 02LE6105173  
Qualified in New York County  
Commission Expires February 2, 2024

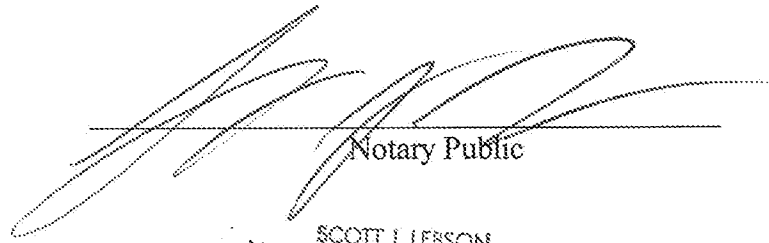
[Seal]

ASSIGNOR

CORPORATE ACKNOWLEDGMENT

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

On this 25<sup>th</sup> 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; and that he is authorized to execute an instrument of this nature.



Notary Public

[SEAL]

SCOTT J. LEBSON  
Notary Public, State of New York  
No. 02LE6105173  
Qualified in New York County  
Commission Expires February 7, 2024

ASSIGNEE

TRADEMARK  
REEL: 007954 FRAME: 0116

Case#	Brand	Jurisdiction	Mark	Registrant	Local Counsel	App/Reg#	Classes
1T20735229	LM	United States	MATCHED	Shiseido Americas Corporation	LADAS & PARRY LLP	90168988	9
1T20735230	LM	United States	MATCHED BY LAURA MERCIER	Shiseido Americas Corporation	LADAS & PARRY LLP	90169054	9
1T20732848	LM	United States	REAL FLAWLESS	Shiseido Americas Corporation	LADAS & PARRY LLP	88891044	3