

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM832962

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BeYu Cosmetics and more GmbH		08/01/2023	Gesellschaft Mit Beschränkter Haftung (GmbH): GERMANY
RECEIVING PARTY DATA			
Name:	BeYu cosmetics GmbH		
Street Address:	Gaußstraße 13		
City:	Karlsfeld		
State/Country:	GERMANY		
Postal Code:	85757		
Entity Type:	Gesellschaft Mit Beschränkter Haftung (GmbH): GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5572868	BEYU	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<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:	212-336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Max Vern		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	405 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10174		
ATTORNEY DOCKET NUMBER:	09535/35		
DOMESTIC REPRESENTATIVE			
Name:	Max Vern		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	405 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10174		
NAME OF SUBMITTER:	Max Vern		
SIGNATURE:	/Max Vern/		

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DATE SIGNED:	08/18/2023
Total Attachments: 2 source=BEYU 5572868 - USPTO Deed of Assignment#page1.tif source=BEYU 5572868 - USPTO Deed of Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, BeYu Cosmetics and more GmbH, a GmbH organized and existing under the laws of Germany, having a principal place of business at Gaußstraße 13, Karlsfeld 85757, Germany ("Assignor"), is the owner of the trademark listed in the "Annex A" of this Trademark Assignment and U.S. Trademark Registration therefor ("the Trademark"), and is the owner of all goodwill associated with the Trademark; and


WHEREAS BeYu cosmetics GmbH, a GmbH organized and existing under the laws of Germany, having a principal place of business at GAUSSSTRASSE 13, 85757 KARLSFELD, GERMANY ("Assignee"), is desirous of acquiring the said Trademark, the U.S. Trademark Registration therefor, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark listed in the "Annex A" of this Trademark Assignment, together with all goodwill of the business symbolized by the Trademark and U.S. Trademark Registration therefor.

IN WITNESS WHEREOF, Assignor has signed this Assignment this ___1st___ day of _____ August _____, 2023.

Signed: _____

BeYu Cosmetics and more GmbH


BEYU
Cosmetics & more GmbH
Gaußstraße 13 85757 Karlsfeld
Tel. 08131 30001

Name: Matthias Baurecht

Title: Legal representative

ANNEX A

No.	Country	Trademark	Reg. No.	Class
1	United States	BEYU	5,572,868	3