

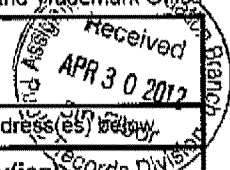
Form PTO-1594 (Rev. 03-11)
OMB Collection 0651-0027 (exp. 03/31/2)

04/30/2012

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



103643834



4-30-12

To the Director of the U. S. Patent and Trademark Office: Please record the enclosed documents or the new address(es) below.

1. Name of conveying party(ies):

Beauty.com, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation- State: Delaware
- Other

Citizenship (see guidelines) U.S.A.

Additional names of conveying parties attached? Yes No

3. Nature of conveyance / Execution Date(s) :

Execution Date(s) March 16, 2001

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Hara Gluck

Internal

Address:

Street Address: 180 Peachtree Drive

City: East Norwich

State: New York

Country: USA Zip: 11732

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship

Other Individual Citizenship U.S.A.

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and Identification or description of the Trademark.

A. Trademark Application No. (s)

B. Trademark Registration No. (s)

2468812

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Hara Gluck

Internal Address:

Street Address: 180 Peachtree Drive

City: East Norwich

State: New York Zip: 11732

Phone Number: 516-922-6190

Fax Number:

Email Address: hara@makeupalley.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

04/30/2012 LMARTIN 00000973 2468812

01 FC:8521 40.00 0P
Deposit Account Number

Authorized User Name

9. Signature: Hara Gluck

Signature

4/19/2012

Date

Hara Gluck
Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

REEL: 004798 FRAME: 0850

ASSIGNMENT

WHEREAS, Beauty.com, Inc., a Delaware corporation, has adopted and used in its business the marks, SWAP TOKEN, BEAUTY SWAP, and MAKEUPALLEY, and is the owner of a pending U.S. trademark application for registration of the mark MAKEUPALLEY, which the United States Patent and Trademark Office has assigned serial number 75/655,843, (hereinafter referred to as the APPLICATION and MARKS);

WHEREAS, Hara Glick, a United States individual, is desirous of acquiring the APPLICATION and MARKS in conjunction with her acquisition from Beauty.com, Inc. of the business to which the APPLICATION and MARKS relate.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, Beauty.com, Inc., by these presents, does sell, assign and transfer unto Hara Glick the entire right, title and interest in and to the APPLICATION and MARKS and the goodwill of the business in connection with which the APPLICATION and MARKS are used and all claims for damages by reason of past infringement of the APPLICATION and MARKS, and the right to sue for and collect such damages.

Beauty.com, Inc.

3/16/01
Date

[Signature]
Name: PETER NEUPERT
Title: CEO

State of Washington
County of King

I certify that I know or have satisfactory evidence that Peter Neupert signed this instrument, on oath stated that he/she was authorized to execute the instrument, and acknowledged it as the CEO for Beauty.com, Inc. to be the free and voluntary act of such corporation for the uses and purposes mentioned in the instrument.

Dated 3/16/01

[Signature]
Notary Public
My appointment expires 3-19-02

