

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	William F. Henri		06/25/2013
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Avon Products, Inc.		
Street Address:	777 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85953299	YOU MAKE IT BEAUTIFUL
CORRESPONDENCE DATA			
Fax Number:	2027995000		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2027994000		
Email:	alberto.zacapa@dlapiper.com		
Correspondent Name:	Thomas E. Zutic, DLA Piper LLP (US)		
Address Line 1:	500 Eighth Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	AVON - ASSIGNMENTRECORDAL		
NAME OF SUBMITTER:	Jaime De los Rios		
Signature:	/Jaime De los Rios/		
Date:	02/06/2014		
Total Attachments: 3 source=WFH Quitclaim Assignment (3)#page1.tif source=WFH Quitclaim Assignment (3)#page2.tif source=WFH Quitclaim Assignment (3)#page3.tif			

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**TRADEMARK
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QUITCLAIM ASSIGNMENT

This Trademark Assignment is effective as of the 21st day of June, 2013, by and between WILLIAM F. HENRI, ESQ., ("Assignor"), as Agent, and AVON PRODUCTS, INC. ("Avon").

WHEREAS, Assignor, a citizen of Texas, residing at 6633 Mercer, Houston, Texas 77005, as Agent for his principal Avon, is the record owner in the United States of all right, title and interest in and to: (a) the trademark consisting of the designation YOU MAKE IT BEAUTIFUL and variations thereof, and related goodwill thereto, if any, and all applications and registrations for the designation YOU MAKE IT BEAUTIFUL as identified in Exhibit 1 (the "YOU MAKE IT BEAUTIFUL Trademark"); and (b) is the owner of the domain names youmakeitbeautiful.com and ymib.com (the "YOU MAKE IT BEAUTIFUL Domain Names"); and

WHEREAS, Avon, a corporation organized and existing under the laws of New York, with a principal place of business located at 777 Third Avenue, New York, New York 10017 is desirous of acquiring from Assignor, as Agent, all right, title and interest in Assignor has in and to: (a) the YOU MAKE IT BEAUTIFUL Trademark, and the goodwill related thereto; and (b) the YOU MAKE IT BEAUTIFUL Domain Names.

WHEREAS, Assignor, as Agent, has agreed to assign to Avon his entire right, title and interest in and to: (a) the YOU MAKE IT BEAUTIFUL Trademark, and the goodwill related thereto; and (b) the YOU MAKE IT BEAUTIFUL Domain Names.

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, effective as of the first date written above, Assignor, as Agent, does hereby assign and transfer unto Avon all rights he has in and to: (a) the YOU MAKE IT BEAUTIFUL Trademark for all goods and services, including but not limited to online magazines, and the

related goodwill of the business symbolized by and associated with said YOU MAKE IT BEAUTIFUL Trademark, and all applications and registrations for the designation YOU MAKE IT BEAUTIFUL as identified in Exhibit 1; and (b) the YOU MAKE IT BEAUTIFUL Domain Names.

IN WITNESS WHEREOF, the parties hereto have duly executed this Quitclaim Assignment as of the date first written above.


WILLIAM F. HENRI, ESQ., As Agent

AVON PRODUCTS, INC.

By: _____

Name: _____

Title: _____

EXHIBIT 1

Applications and Registrations for YOU MAKE IT BEAUTIFUL

1. U.S. Trademark App. No. 85/953,299

EAST59078692.1

RECORDED: 02/06/2014

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