

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM369075

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the receiving party's name previously recorded on Reel 004869 Frame 0889. Assignor(s) hereby confirms the the receiving party's name is Too Faced Cosmetics, LLC.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cocoa Lilly Corporation		09/26/2012	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Too Faced Cosmetics, LLC		
<b>Street Address:</b>	17361 Armstrong Avenue		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92614		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85729763	TOO FACED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9496220024		
<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>	9496220020		
<b>Email:</b>	uspto@goodmanmooney.com		
<b>Correspondent Name:</b>	Amanda J. Mooney		
<b>Address Line 1:</b>	3420 Bristol Street		
<b>Address Line 2:</b>	Sixth Floor		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92626		
<b>ATTORNEY DOCKET NUMBER:</b>	COC01-201		
<b>NAME OF SUBMITTER:</b>	Amanda J. Mooney		
<b>SIGNATURE:</b>	/Amanda Mooney/		
<b>DATE SIGNED:</b>	01/13/2016		
<b>Total Attachments: 2</b>			
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source=Cover Sheet and Assignment#page2.tif			

OP \$40.00 85729763

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
	Cocoa Lilly Corporation		09/26/2012
			Entity Type
			CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Too Faced Cosmetics		
Street Address:	17361 Armstrong Avenue		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85729763	TOO FACED
CORRESPONDENCE DATA			
Fax Number:	9496220024		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	949.622.0020		
Email:	uspto@goodmanmooney.com		
Correspondent Name:	Amanda J. Mooney		
Address Line 1:	8001 Irvine Center Drive		
Address Line 2:	Suite 1170		
Address Line 4:	Irvine, CALIFORNIA 92618		
ATTORNEY DOCKET NUMBER:	TOO01-100		
NAME OF SUBMITTER:	Amanda J. Mooney		
Signature:	/Amanda Mooney/		
Date:	09/27/2012		
Total Attachments: 1 source=Assignment Transfer Too Faced TM (Class 16) signed 9-27-12#page1.tif			

OP \$40.00 85729763

**ASSIGNMENT AND TRANSFER  
TOO FACED TRADEMARK (CLASS 16)**

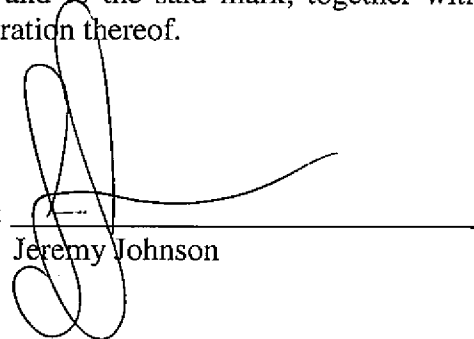
WHEREAS, Cocoa Lilly Corporation has adopted, used, and is using the mark TOO FACED in Class 16 as applied for with the United States Patent and Trademark Office, U.S. Application No. 85,729,763;

WHEREAS, Too Faced Cosmetics, LLC, a limited liability company legally organized under the laws of California, is desirous of acquiring said mark and the application therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Cocoa Lilly Corporation does hereby assign unto Too Faced Cosmetics, LLC all right, title and interest in and to the said mark, together with the goodwill symbolized by the mark, and the registration thereof.

By: \_\_\_\_\_

Jeremy Johnson

A handwritten signature in black ink, appearing to read 'Jeremy Johnson', is written over a horizontal line. The signature is stylized with large loops and a long horizontal stroke extending to the right.