

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376022


SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joint Advisers for Perfumery and Cosmetics (JAPCO) Limited		03/01/2016	Company: HONG KONG
RECEIVING PARTY DATA			
Name:	Shiseido Company, Limited		
Street Address:	7-5-5 Ginza, Chuo-ku		
City:	Tokyo		
State/Country:	JAPAN		
Postal Code:	104-0061		
Entity Type:	Corporation: JAPAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2842066	SERGE LUTENS	
Registration Number:	3880756	SL	
CORRESPONDENCE DATA			
Fax Number:	2484407300		
<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:	2484305771		
Email:	tmdocketing@bluefilamentlaw.com		
Correspondent Name:	Mary Margaret L. O'Donnell		
Address Line 1:	450 N. Old Woodward		
Address Line 2:	First Floor		
Address Line 4:	Birmingham, MICHIGAN 48009		
ATTORNEY DOCKET NUMBER:	55131-0137		
DOMESTIC REPRESENTATIVE			
Name:	Mary Margaret L. O'Donnell		
Address Line 1:	450 N. Old Woodward		
Address Line 2:	First Floor		
Address Line 4:	Birmingham, MICHIGAN 48009		

OP \$65.00 2842066

NAME OF SUBMITTER:	Mary Margaret L. O'Donnell
SIGNATURE:	/MMLO/
DATE SIGNED:	03/08/2016
Total Attachments: 1 source=Assignment SERGE LUTENS 2842066, 3880756#page1.tif	

TRADEMARK ASSIGNMENT

Joint Advisers for Perfumery and Cosmetics (JAPCO) Limited, a Hong Kong company with an address of Ruttonjee House 12th, 11 Duddell Street, Central, Hong Kong, China ("Assignor"), wishes to assign to Shiseido Company, Limited, a corporation of Japan with an address of 7-5-5 Ginza, Chuo-ku, Tokyo 104-0061, Japan ("Assignee"), the entire right, title and interest in and to the following trademarks and/or service marks:

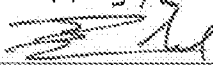
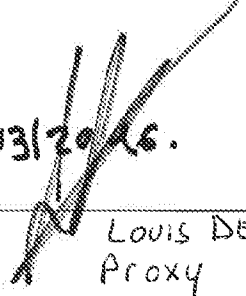
MARK	COUNTRY	REG. NO.
SERGE LUTENS	U.S.	2842066
	U.S.	3880756

and any and all rights and privileges under the trademark laws of the United States of America and the individual states of the United States of America and foreign jurisdictions with respect to the foregoing; along with the associated goodwill to which the marks pertain; and any and all renewals thereof, together with all right to bring suit and collect for past, present and future infringements thereof, (collectively, the "Trademark Rights").

In view of good and valuable consideration, the payment of ten dollars (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee any and all right, title and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents and take such further action as may be reasonably requested by Assignee to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Trademark Assignment and all terms of this Trademark Assignment shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

<p>JOINT ADVISERS FOR PERFUMERY AND COSMETICS (JAPCO) LIMITED</p> <p>ASSIGNOR</p> <p>Date: <u>01/03/2016</u></p> <p>By: <u></u></p> <p>Name: <u>Guillaume Kiehl</u></p> <p>Title: <u>PROXY</u></p>	<p>SHISEIDO COMPANY, LIMITED</p> <p>ASSIGNEE</p> <p>Date: <u>04/03/2016</u></p> <p>By: <u></u></p> <p>Name: <u>LOUIS DESAZARS</u></p> <p>Title: <u>PROXY</u></p>
--	---