

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339999

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cosmetic Developments Limited		02/01/2013	COMPANY: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Becca, Inc.		
Street Address:	499 Seventh Avenue, 15th Floor North Tower		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2948621	BECCA	
CORRESPONDENCE DATA			
Fax Number:	2128680013		
<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:	212 868-1010		
Email:	tfurth@kudmanlaw.com		
Correspondent Name:	Thomas M. Furth		
Address Line 1:	350 5TH AVE STE 4400		
Address Line 4:	New York, NEW YORK 10118		
ATTORNEY DOCKET NUMBER:	BECCA		
NAME OF SUBMITTER:	Thomas M. Furth		
SIGNATURE:	/tmfurth/		
DATE SIGNED:	05/01/2015		
Total Attachments: 1			
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OP \$40.00 2948621

TRADEMARK ASSIGNMENT

WHEREAS, Cosmetic Developments Limited, a company organized under the laws of Australia with a place of business at 152 St. George's Terrace, Perth, Australia (hereinafter called "Assignor"), is the owner of all right, title and interest in and to the trademark "BECCA" and the goodwill of the business symbolized thereby (the "Trademark").

WHEREAS, Becca, Inc., a California corporation with a place of business at 499 Seventh Avenue, 15th Floor, North Tower, New York, NY 10018 (hereinafter called "Assignee"), is desirous of acquiring the Trademark, together with the associated goodwill;

NOW THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign and transfer unto said Assignee, its successors and assigns, all right, title and interest in and to the Trademark together with the associated goodwill including the following registration:

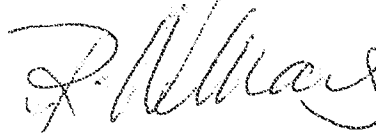
US Trademark Registration Number 2,948,621 for the mark BECCA

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor has hereby caused the signature of its authorized representative to be affixed hereto with the intent that it be legally bound by this instrument of conveyance.

IN WITNESS WHEREOF, the said Assignor has caused these presents to be executed by its duly authorized officer effective as of the 1st day of February, 2013.

COSMETIC DEVELOPMENTS LIMITED

By: 

Name: Rebecca Williams

TRADEMARK