

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM727212

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Orveon Global Holdings Ltd.		05/02/2022	Company: ENGLAND AND WALES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Orveon Global US LLC		
<b>Street Address:</b>	500 Fifth Avenue, 26th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10110		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 40</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5646258	BARE	
<b>Registration Number:</b>	4928341	BARE HAVEN	
<b>Registration Number:</b>	3369324	BARE RADIANCE	
<b>Registration Number:</b>	5386671	BAREMINERALS	
<b>Registration Number:</b>	2321607	BAREMINERALS	
<b>Registration Number:</b>	3377240	BAREMINERALS	
<b>Registration Number:</b>	4250992	BAREMINERALS	
<b>Registration Number:</b>	3090836	BAREMINERALS	
<b>Registration Number:</b>	3377302	BAREMINERALS	
<b>Registration Number:</b>	6310055	BAREMINERALS AGELESS	
<b>Registration Number:</b>	6522334	BAREMINERALS GOOD REWARDS	
<b>Registration Number:</b>	5380718	BAREMINERALS MADE-2-FIT	
<b>Registration Number:</b>	5051307	BAREPRO	
<b>Registration Number:</b>	5938094	BARESKIN	
<b>Registration Number:</b>	4580278	BARESKIN	
<b>Registration Number:</b>	3003497	BAREVITAMINS	
<b>Registration Number:</b>	4848169	BLEMISH REMEDY	
<b>Registration Number:</b>	6349312	BLONZER	
<b>Registration Number:</b>	5922576	CLEAN WITHOUT COMPROMISE	

CH \$1015.00 5646258

Property Type	Number	Word Mark
Registration Number:	6109108	CLEAN WITHOUT COMPROMISING PERFORMANCE
Registration Number:	4973865	COMPLEXION RESCUE
Registration Number:	5042737	GEN NUDE
Registration Number:	3434020	GET STARTED
Registration Number:	4538794	LASH DOMINATION
Registration Number:	5530470	LASHTOPIA
Registration Number:	6335691	MAKEUP SO PURE AND CLEAN YOU CAN SLEEP I
Registration Number:	5392432	MAKEUP SO PURE YOU CAN SLEEP IN IT
Registration Number:	4330667	MARVELOUS MOXIE
Registration Number:	2885884	MINERAL VEIL
Registration Number:	6097494	MINERALIST
Registration Number:	4297045	PRIME TIME
Registration Number:	4928456	PURE PLUSH
Registration Number:	4334571	PURE TRANSFORMATION
Registration Number:	3704598	PURELY NOURISHING
Registration Number:	4928334	SKINLONGEVITY
Registration Number:	6212073	STRENGTH & LENGTH
Registration Number:	2848678	SWIRL, TAP, BUFF
Registration Number:	5823127	THE POWER OF GOOD
Registration Number:	3368906	TUTORIALS
Registration Number:	3527901	WELL-RESTED

**CORRESPONDENCE DATA**

Fax Number: 2127088959

*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.*

Phone: 2127083460

Email: slebson@ladas.com

Correspondent Name: Scott J. Lebson

Address Line 1: 1040 Avenue of the Americas

Address Line 4: New York, NEW YORK 80995

**ATTORNEY DOCKET NUMBER:** A22TMA56901-US

**NAME OF SUBMITTER:** Scott J. Lebson

**SIGNATURE:** /sjl/

**DATE SIGNED:** 05/11/2022

**Total Attachments: 7**

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**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS, **Orveon Global Holdings Ltd.**, a company organized under the laws of England and Wales, with a business address at The Adelphi, 1-11 John Adam St., Floor 10, London WC2N 6HT, United Kingdom, [hereinafter the ASSIGNOR“] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

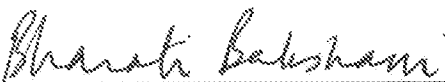
**[Set forth on the attached schedule]**

AND WHEREAS, **Orveon Global US LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, located at 500 Fifth Avenue, 26<sup>th</sup> Floor, New York, New York 10110, United States of America, [hereinafter the “ASSIGNEE”) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents do sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR’S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 2<sup>nd</sup> day of May, 2022.

**Orveon Global Holdings Ltd.**

By   
**Bharati Bakshani**  
Authorized Signatory

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this instrument this 2<sup>nd</sup> day of May, 2022.

**Orveon Global US LLC**

By   
**Lanning G. Bryer**  
Authorized Signatory

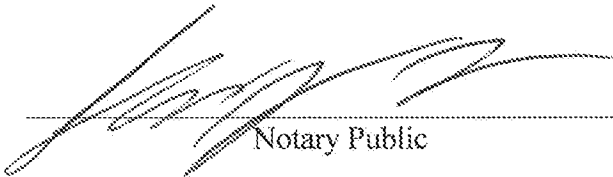
[See over for Notarial Acknowledgment]

**TRADEMARK**  
**REEL: 007718 FRAME: 0959**

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |  
STATE OF NEW YORK | SS:  
COUNTY OF NEW YORK |

On this 2<sup>nd</sup> day of May, 2022, before me personally appeared **Bharati Bakshani**, to me known, who, being by me duly sworn, did depose and say that she is the **Authorized Signatory** of the company described in the foregoing instrument; that she executed said instrument on behalf of the said company; that she is authorized to execute an instrument of this nature by order of the Board of Directors of the company.

  
Notary Public

[Seal]

SCOTT J. UEBSON  
Notary Public, State of New York  
No. 02166105173  
Qualified in New York County  
Commission Expires February 2, 2024

ASSIGNOR

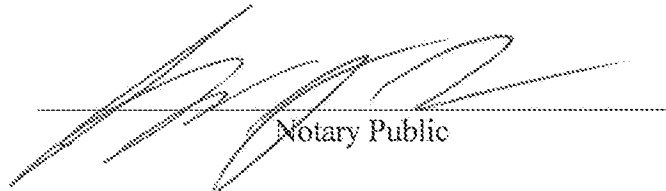
TRADEMARK  
REEL: 007718 FRAME: 0960

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |  
STATE OF NEW YORK | SS:  
COUNTY OF NEW YORK |

On this 2<sup>nd</sup> day of May, 2022, before me personally appeared Lanning G. Bryer, to me known, who, being by me duly sworn, did depose and say that he is the Authorized Signatory of the company described in the foregoing instrument; that he executed said instrument on behalf of the said company; and that he is authorized to execute an instrument of this nature.

[SEAL]

  
Notary Public  
SCOTT J. LEESON  
Notary Public, State of New York  
No. 02LE6105173  
Qualified in New York County  
Commission Expires February 2, 2024

ASSIGNEE

Case#	Brand	Application/Registration	Type	Jurisdiction	Mark	Registrant	Appl/Reg#	Classes
1117694245	bareMinerals	Registration	Trademark	United States	BARE	Shiseido Americas Corporation	5646258	3
2116676602	bareMinerals	Registration	Trademark	United States	BARE HAVEN	Shiseido Americas Corporation	4928341	3
2116679794	bareMinerals	Registration	Trademark	United States	BARE RADIANCE	Shiseido Americas Corporation	3369324	3
1117695394	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	5386671	3 21
2116679796	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	2321607	3
2116679797	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	3377240	3
2116679798	bareMinerals	Registration	Trademark	United States	BAREMINERALS	Shiseido Americas Corporation	4250992	5
2116679799	bareMinerals	Registration	Trademark	United States	BAREMINERALS (Stylized)	Shiseido Americas Corporation	3090836	3
2116679800	bareMinerals	Registration	Trademark	United States	BAREMINERALS (Stylized)	Shiseido Americas Corporation	3377302	3
1119721520	bareMinerals	Registration	Trademark	United States	BAREMINERALS AGELESS	Shiseido Americas Corporation	6310055	3
1120736242	bareMinerals	Registration	Trademark	United States	BAREMINERALS GOOD REWARDS	Shiseido Americas Corporation	6522334	35
1117695634	bareMinerals	Registration	Trademark	United States	BAREMINERALS MADE-2-FIT	Shiseido Americas Corporation	5380718	3 9
2116677047	bareMinerals	Registration	Trademark	United States	BAREPRO	Shiseido Americas Corporation	5051307	3

Case#	Brand	Application/ Registration	Type	Jurisdiction	Mark	Registrant	App/Reg#	Classes
1T19716711	bareMinerals	Registration	Trademark	United States	BARESKIN	Shiseido Americas Corporation	5938094	3
2T16686727	bareMinerals	Registration	Trademark	United States	BARESKIN	Shiseido Americas Corporation	4580278	3
2T16679803	bareMinerals	Registration	Trademark	United States	BAREVITAMINS	Shiseido Americas Corporation	3003497	3
2T16679811	bareMinerals	Supplemental Register Registration	Trademark	United States	BLEMISH REMEDY	Shiseido Americas Corporation	4848169	5
1T20728422	bareMinerals	Registration	Trademark	United States	BLONZER	Shiseido Americas Corporation	6349312	3
1T16706085	bareMinerals	Registration	Trademark	United States	CLEAN WITHOUT COMPROMISE	Shiseido Americas Corporation	5922576	3
1T19715460	bareMinerals	Registration	Trademark	United States	CLEAN WITHOUT COMPROMISING PERFORMANCE	Shiseido Americas Corporation	6109108	3
2T16676670	bareMinerals	Registration	Trademark	United States	COMPLEXION RESCUE	Shiseido Americas Corporation	4973865	3
2T16681381	bareMinerals	Registration	Trademark	United States	GEN NUDE	Shiseido Americas Corporation	5042737	3
2T16679829	bareMinerals	Registration	Trademark	United States	GET STARTED	Shiseido Americas Corporation	3434020	3
2T16676630	bareMinerals	Registration	Trademark	United States	LASH DOMINATION	Shiseido Americas Corporation	4536794	3
2T16676673	bareMinerals	Registration	Trademark	United States	LASHTOPIA	Shiseido Americas Corporation	5530470	3
1T19713686	bareMinerals	Registration	Trademark	United States	MAKEUP SO PURE AND CLEAN YOU CAN SLEEP IN IT	Shiseido Americas Corporation	6335691	3



Case#	Brand	Application/ Registration	Type	Jurisdiction	Mark	Registrant	App/Reg#	Classes
1T16681915	bareMinerals	Registration	Trademark	United States	MAKEUP SO PURE YOU CAN SLEEP IN IT	Shiseido Americas Corporation	5392432	3
2T16679835	bareMinerals	Registration	Trademark	United States	MARVELOUS MOXIE	Shiseido Americas Corporation	4330667	3
2T16679836	bareMinerals	Registration	Trademark	United States	MINERAL VEIL	Shiseido Americas Corporation	2885884	3
1T19715264	bareMinerals	Registration	Trademark	United States	MINERALIST	Shiseido Americas Corporation	6097494	3
2T16679844	bareMinerals	Registration	Trademark	United States	PRIME TIME	Shiseido Americas Corporation	4297045	3
2T16676678	bareMinerals	Registration	Trademark	United States	PURE PLUSH	Shiseido Americas Corporation	4928456	3
2T16679846	bareMinerals	Registration	Trademark	United States	PURE TRANSFORMATION	Shiseido Americas Corporation	4334571	3
2T16679847	bareMinerals	Registration	Trademark	United States	PURELY NOURISHING	Shiseido Americas Corporation	3704598	3
2T16676604	bareMinerals	Registration	Trademark	United States	SKINLONGEVITY	Shiseido Americas Corporation	4928334	3
1T19715794	bareMinerals	Registration	Trademark	United States	STRENGTH & LENGTH	Shiseido Americas Corporation	6212073	3
2T16679778	bareMinerals	Registration	Trademark	United States	SWIRL, TAP, BUFF	Shiseido Americas Corporation	2848678	3
1T18704096	bareMinerals	Registration	Trademark	United States	THE POWER OF GOOD	Shiseido Americas Corporation	5823127	3 21 35
2T16679782	bareMinerals	Registration	Trademark	United States	TUTORIALS	Shiseido Americas Corporation	3368906	3

Case#	Brand	Application/ Registration	Type	Jurisdiction	Mark	Registrant	App/Reg#	Classes
2T16679784	bareMinerals	Registration	Trademark	United States	WELL-RESTED	Shiseido Americas Corporation	3527901	3