

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT4219706

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
CONVEYING PARTY DATA	
Name	Execution Date
BANK OF MONTREAL, AS ADMINISTRATIVE AGENT	12/23/2016
RECEIVING PARTY DATA	
Name:	E.L.F. COSMETICS, INC. FKA J.A. COSMETICS US, INC.
Street Address:	570 W 10TH STREET, 3RD FLOOR
City:	OAKLAND
State/Country:	CALIFORNIA
Postal Code:	94607
PROPERTY NUMBERS Total: 4	
Property Type	Number
Application Number:	62275316
Application Number:	29550652
Application Number:	29550653
Application Number:	29550654
CORRESPONDENCE DATA	
Fax Number:	(312)577-4565
<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:	3125778265
Email:	kristin.brozovic@kattenlaw.com
Correspondent Name:	KRISTIN BROZOVIC C/O KATTEN
Address Line 1:	525 W MONROE STREET
Address Line 4:	CHICAGO, ILLINOIS 60661
ATTORNEY DOCKET NUMBER:	207545-54
NAME OF SUBMITTER:	KRISTIN BROZOVIC
SIGNATURE:	/Kristin Brozovic/
DATE SIGNED:	01/11/2017
Total Attachments: 4	
source=Elf - Patent Release#page1.tif	
source=Elf - Patent Release#page2.tif	
source=Elf - Patent Release#page3.tif	

PATENT RELEASE AND REASSIGNMENT

THIS PATENT RELEASE AND REASSIGNMENT is made as of December 23, 2016, by BANK OF MONTREAL, as Administrative Agent ("Secured Party"). Capitalized terms used but not defined herein shall have the same meanings assigned to such terms in the Security Agreement (as defined below).

W I T N E S S E T H:

WHEREAS, E.L.F. COSMETICS, INC. (formerly known as J.A. Cosmetics US, Inc.), a Delaware corporation ("Grantor") and Secured Party were parties to that certain Patent Security Agreement dated as of June 7, 2016 (the "Security Agreement") pursuant to which the Grantor granted a security interest to Secured Party in certain patents and Patent Collateral (as defined below) as security for certain obligations owing by Grantor to Secured Party, including the Patents set forth on Schedule I hereto;

WHEREAS, the Security Agreement was recorded by the Assignment Recordation Branch of the United States Patent and Trademark Office on June 7, 2016, at Reel 038831, Frame 0962;

WHEREAS, Grantor has requested that Secured Party release its security interest in the Patent Collateral and reassign any and all rights in the same to Grantor.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. Secured Party hereby releases its security interest in all of Grantor's right, title and interest in and to the following (collectively the "Patent Collateral"):

(a) patents and patent applications (whether established or registered or recorded in the United States or any other country or any political subdivision thereof), including the patents and patent applications listed on Schedule I hereto, together with any and all (i) rights and privileges arising under applicable Law with respect to use of any patents, (ii) inventions and improvements described and claimed therein, (ii) continuations, extensions, modifications, divisionals, continuations-in-part, re-examinations, and reissue thereof and improvements thereon, (iii) income, fees, royalties, damages, claims and payments now and hereafter due or payable under and with respect thereto, including payments under all licenses entered into in connection therewith and damages and payments for past, present, or future infringements or dilutions thereof, and (iv) the right to sue for past, present, and future infringements or dilutions thereof (the "Patents");

(b) all products and proceeds, including, without limitation, products and proceeds which constitute property of the types described in (a) above and any rents and profits of any of the foregoing items, whether cash or noncash, immediate or remote, and insurance proceeds, and all products of (a) above, and any indemnities, warranties and guaranties payable by reason of loss or damage to or otherwise with respect to any of the foregoing items.

2. Secured Party hereby reassigns, grants and conveys to the Grantor, without any representation, recourse or undertaking by Secured Party, any and all of Secured Party's right, title and interest in and to the Patent Collateral.

[Signature Page Follows]

IN WITNESS WHEREOF, Secured Party has caused this Patent Release and Reassignment to be executed as of the day and year first above written.

BANK OF MONTREAL

By: Joan Murphy
Name: Joan Murphy
Title: Duly Authorized Signatory

SCHEDULE 1

Issued Patents

None.

Patent Applications

Country	Title	Application No.	Application Date
United States	COSMETIC BRUSH WITH TAPERED HANDLE HAVING THREE SIDES	62/275,316	06-Jan-2016
United States	COSMETIC BRUSH WITH HANDLE	29/550,652	06-Jan-2016
United States	COSMETIC BRUSH WITH HANDLE	29/550,653	06-Jan-2016
United States	COSMETIC BRUSH WITH HANDLE	29/550,654	06-Jan-2016