

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

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|-----------------------------|----------|----------------|-------------------------------------|
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Coty US LLC | | 12/05/2012 | LIMITED LIABILITY COMPANY: DELAWARE |

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| RECEIVING PARTY DATA | |
| Name: | philosophy, Inc. |
| Street Address: | 3809 East Watkins Street |
| City: | Phoenix |
| State/Country: | ARIZONA |
| Postal Code: | 85034 |
| Entity Type: | CORPORATION: ARIZONA |

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|----------------------------------|----------|----------------------|
| PROPERTY NUMBERS Total: 4 | | |
| Property Type | Number | Word Mark |
| Serial Number: | 85593183 | HOPE IN A STICK |
| Serial Number: | 85593191 | HOPE SPRINGS ETERNAL |
| Serial Number: | 85630288 | COLOR MY DAY |
| Serial Number: | 85629615 | COLOR DAY |

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|---|--------------------------|
| CORRESPONDENCE DATA | |
| Fax Number: | 2124794375 |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | |
| Phone: | 212479-4515 |
| Email: | trademarks@cotyinc.com |
| Correspondent Name: | Coty US LLC |
| Address Line 1: | 2 Park Avenue |
| Address Line 4: | New York, NEW YORK 10016 |

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| ATTORNEY DOCKET NUMBER: | PHILOSOPHY |
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CH \$115.00 85593183

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| NAME OF SUBMITTER: | Elisheva Jasie |
| Signature: | /e/ |
| Date: | 12/06/2012 |
| Total Attachments: 2 source=Assignment Coty US LLC to philosophy, Inc#page1.tif source=Assignment Coty US LLC to philosophy, Inc#page2.tif | |

ASSIGNMENT

WHEREAS, Coty US, LLC, a Delaware Limited Liability Company, with its principal place of business located at 2 Park Avenue, New York, New York 10016 ("ASSIGNOR") is the record owner of the US Trademark Applications annexed hereto as Schedule A (the "Trademarks"); and

WHEREAS, philosophy, Inc., an Arizona Corporation, with its principal place of business located at 3809 East Watkins Street, Phoenix, Arizona 85034, ("ASSIGNEE") is desirous of acquiring all rights, title and interest in and to the said Trademarks, the goodwill symbolized thereby and the business associated therewith, which business is ongoing and existing, and including the US applications for the Trademarks.


NOW THEREFORE IT IS AGREED AS FOLLOWS

For and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys The Trademarks unto said Assignee, its successors and assigns, including, without limitation, the entire right, title and interest in and to the Trademarks, the goodwill symbolized thereby and the right to sue for past and present infringements and US applications therefor.

This agreement is effective December 5, 2012.

Assignor: Coty US, LLC

Assignee: philosophy, Inc.


Name: Joseph J. Conklin
Title: Vice President &
Assistant Secretary


Name: Elisheva Jasie
Title: Assistant Secretary

SCHEDULE A

LIST OF TRADEMARKS

1. HOPE IN A STICK – Application No.: 85/593,183
2. HOPE SPRINGS ETERNAL – Application No.: 85/593,191
3. COLOR MY DAY – Application No.: 85/630, 288
4. COLOR DAY – Application No.: 85/629, 615