

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365461

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Walden-Hays, Inc.		11/23/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	L'Oreal USA Creative, Inc.		
Street Address:	575 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4278687	COUTURE GEL NAIL POLISH	
Registration Number:	4199799	COUTURE GEL NAILS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-984-4177		
Email:	elongobardi@us.loreal.com		
Correspondent Name:	Lisa M. Gigliotti		
Address Line 1:	L'Oreal USA Creative, Inc.		
Address Line 2:	575 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	ESE		
NAME OF SUBMITTER:	Edward Longobardi		
SIGNATURE:	/Edward Longobardi/		
DATE SIGNED:	12/11/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Walden-Hays, Inc., a New York corporation, P.O. Box 1071, New York, New York 10276 (hereinafter "Assignor"), represents that it is the owner of all right, title and interest in and to the trademarks COUTURE GEL NAIL POLISH and COUTURE GEL NAILS for nail polish and nail products (hereinafter collectively "the Marks"), and the goodwill associated therewith, all common law rights therein, and is the owner of United States Trademark Registration Nos. 4,278,687 and 4,199,799 for said Marks.

WHEREAS, L'Oreal USA Creative, Inc. (hereinafter "Assignee"), a Delaware Corporation, located at 575 Fifth Avenue, New York, New York 10017, is desirous of acquiring said Marks, the goodwill associated therewith, all common law rights therein, and United States Registrations Nos. 4,278,687 and 4,199,799.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby irrevocably assigns unto Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by said Marks, all common law rights therein, United States Trademark Registration Nos. 4,278,687 and 4,199,799, and the right to commence an action and recover for past, present and future infringements of the Marks.

IN TESTIMONY WHEREOF, Walden-Hays, Inc. has executed this Assignment by a duly authorized officer.

WALDEN-HAYS, INC.

Name: Robert Jackson

Title: President

Date: 11/23/2015