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DEPARTMENT OF COMMERCE
Patent and Trademark Office



Tab settings

To the Honorable Commissioner of Patents

documents or copy thereof

101249006

1. Name of conveying party(ies):
Helene Curtis, Inc.
501 Silverside Road
Wilmington Delaware 19809

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

Name: Myra Corporation

Internal Address: _____

Street Address: 4000 Pheasant Ridge Drive

City: Minneapolis State: MN ZIP: 55449

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: December 8, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,337,239

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Aveda Corporation

Internal Address: Lesley A. Monaghan
Estee Lauder Companies

Street Address: 767 Fifth Avenue

City: New York State: NY ZIP: 10133

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):..... \$ 40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 05-1315

(Attach duplicate copy of this page if paying by deposit account)

01/19/2000 DCORTES 0000093 051315 1227229 **DO NOT USE THIS SPACE**

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9. Statement and signature.
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Donna M. Russiew [Signature] Dec. 13, 1999

Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
 Box Assignments
 Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment effective as and from December 8, 1999, from Helene Curtis, Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 501 Silverside Road, Wilmington, Delaware, 19809 (hereinafter the "ASSIGNOR"), to Aveda Corporation, a corporation organized and existing under the laws of the State of Delaware, whose address is 4000 Pheasant Ridge Drive, Minneapolis, Minnesota, 55449 (hereinafter the "ASSIGNEE"):

WITNESSETH THAT

WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark Registration No. 1,227,229 for the trademark INTUITION registered in the United States Patent and Trademark Office on February 15, 1983;

WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to the said trademark and registration identified above, together with the goodwill of the business appertaining to and symbolized by said trademark and wishes also to acquire all right, title and interest in and to the said registration for said trademark;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor by these presents does hereby sell, transfer, convey and assign unto the Assignee its entire right, title and interest in and to the aforesaid trademark and registration therefore, including without limitation, the registration identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 8th day of December, 1999.

Helene Curtis, Inc.

By: [Signature] David L. Hamilton
Name: President
Title: Helene Curtis, Inc

On this 8th day of December, 1999, before me personally appeared David Hamilton to me known and known to me to be the individual described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the purposes set forth therein.

[Signature]
Notary Public
My Commission Expires:

[SEAL]

SUSAN L. ELIA
NOTARY PUBLIC
MY COMMISSION EXPIRES
MARCH 4, 2002

TRADEMARK