

08-17-2000



U.S. Department of Commerce  
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 7.24.00  
 AZUREL LTD.  
 509 Madison Avenue  
 New York, NY 10022

\_\_\_ Individual(s) \_\_\_ Association  
 \_\_\_ General Partnership \_\_\_ Limited Partnership  
 Corporation-State of Delaware  
 \_\_\_ Other \_\_\_\_\_

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

2. Name and Address of receiving party(ies)  
 Name: Estee Lauder Inc.  
 Address: 767 Fifth Avenue  
 New York, New York 10153

\_\_\_ 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: April 21, 2000

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) 75/648,325 CUSTOM BEAUTY B. Trademark Registration No.(s)  
 Additional numbers attached? \_\_\_ Yes  No

Name and address of party to whom correspondence concerning document should be mailed:  
 Deborah Squiers, Esq.  
 Cowan, Liebowitz & Latman, P.C.  
 1133 Avenue of the Americas  
 New York, NY 10036-6799

6. Total number of applications and registrations involved:  
 1

7. Total fee (37 CFR 3.41)..... \$ 40  
 Enclosed  
 \_\_\_ Any deficiency is authorized to be charged to  
 \_\_\_ Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415  
 (Attach duplicate copy of this page if paying by deposit account)

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01 FC 988 Statement and signature. 40.00 DP

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.

Deborah Squiers  
Name of Person Signing

*Deborah H. Squiers*  
Signature

July 24, 2000  
Date

Total number of pages including cover sheet, attachments, and documents: 2

EL4321348354S  
08-24-2000

Mail to: U.S. Patent and Trademark Office, Office of Public Records

ESTEE LAUDER COS. INC. 75/648,325  
 Service "Express Mail Post Office" (See 37 CFR 1.51)  
 date indicated above and to  
 and Trademark, 2000  
 Esther C. Seltzer  
 [Signature]

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of the 21st day of April, 2000 between AZUREL LTD., 509 Madison Avenue, New York, NY 10022 ("Assignor") and Estee Lauder Inc., 767 Fifth Avenue, New York, NY 10153 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademark CUSTOM BEAUTY and is the owner of the application for such trademark, Ser. No. 75-648,325, with the U.S. Patent and Trademark Office (the "Trademark"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademark and the goodwill associated therewith;

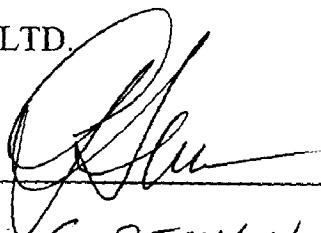
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

AZUREL LTD.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

  
G. SEMHON  
CHAIRMAN