

04-02-2001

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Y

To the Honorable Commissioner of Patents

101654914

checked original documents or copy thereof.

1. Name of conveying party(ies):

MAKE-UP ART COSMETICS LIMITED
Canadian corporation
233 Carlton Street
Toronto, Canada

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State
☐ Other

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: December 29, 2000

2. Name and address of receiving party(ies):

Name: Estee Lauder Cosmetics Ltd.

Internal Address:

Street Address: 161 Commander Blvd.

City: Agincourt, Ontario, Canada

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State
☐ 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

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

A. Trademark Application No.(s)

SEE ATTACHED SCHEDULE A

B. Trademark registration No.(s)

SEE ATTACHED SCHEDULE A

Additional numbers attached? ☐ Yes ☐ No

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

Name: LESLEY A. MORADIAN

Internal Address: ESTEE LAUDER COMPANIES

Street Address: 767 FIFTH AVENUE
42ND FLOOR

City: NEW YORK State: NY ZIP:

6. Total number of applications and registrations involved: 12

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

☐ 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)

DO NOT USE THIS SPACE

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.

Darlene Ann Volk, TM Paralegal

Name of Person Signing

Darlene Ann Volk

Signature

3/9/01

Date

Total number of pages comprising cover sheet: 5

OMB No. 0651-0011 (exp. 4/04)

Do not detach this portion

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

03/29/2001 6TON11 00000080 051315 76055357

01 FC:481
02 FC:48240.00 CH
275.00 CHCommissioner 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.

TRADEMARK

REEL: 002261 FRAME: 0448

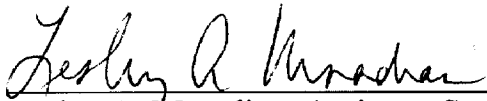
POWER OF ATTORNEY

Estee Lauder Cosmetics Ltd., a Canadian corporation, with offices at 161 Commander Blvd., Agincourt, Ontario, Canada, hereby appoints Lido Puccini, and William Jelinek, members of the Bar of the State of New York, and Lesley A. Moradian, a member of the Bar of the District of Columbia with offices c/o The Estee Lauder Companies, 767 Fifth Avenue, New York, New York 10153, its attorneys with full powers of substitution and revocation and to transact all business in the Patent and Trademark Office in connection with the trademark applications and registrations listed in the attached Schedule A which trademarks have been assigned to Estee Lauder Cosmetics Ltd. by way of Assignment from Make-Up Art Cosmetics Limited effective as of January 1, 2001.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Estee Lauder Cosmetics Ltd. hereby appoints Lido L. Puccini, a member of the Bar of the State of New York, and William Jelinek, a member of the Bar of the State of New York and Lesley A. Moradian, a member of the Bar of the District of Columbia, with offices c/o The Estée Lauder Companies, 767 Fifth Avenue, New York, New York 10153, as its representatives to file all documents with the U.S. Patent & Trademark Office and upon whom notices or process in proceedings affecting the captioned mark may be served.

ESTEE LAUDER COSMETICS LTD.


Lesley A. Moradian, Assistant Secretary

Date: December 29, 2000

SCHEDULE A

<u>TRADEMARK</u>	<u>SERIAL NUMBER</u>
M·A·C SELECT	76-055,357
M·A·C TECH	75-916,331
M·A·C PRO & DESIGN	75-906,327
M·A·C FIX	75-802,626
S/HE BUTTER ELLE/LUI BEURRE M·A·C	76-138,599
M·A·C SHOTS	75-798,421
M·A·C DESIGN	75-439,569

<u>TRADEMARK</u>	<u>REGISTRATION NUMBER</u>
M·A·C DESIGN	1,642,532
M·A·C DESIGN	2,208,572
M·A·C·P·R·O	2,364,828
M·A·C PIGMENT	2,395,819
M·A·C GYM	2,034,677

ASSIGNMENT

This Assignment, effective as and from January 1, 2001, from Make-Up Art Cosmetics Limited, a corporation organized and existing under the laws of Canada, whose address is 233 Carlton Street, Toronto, Canada (hereinafter the "ASSIGNOR") to Estee Lauder Cosmetics Ltd., a corporation organized and existing under the laws of Canada, whose address is 161 Commander Blvd., Agincourt, Ontario, Canada (hereinafter the "ASSIGNEE"):

WITNESSETH THAT:

WHEREAS, the Assignor is the owner of all right, title and interest in and to trademarks in the attached Schedule A and in and to the goodwill of the business relating thereto;

WHEREAS, the Assignee wishes to acquire from the Assignor all right, title and interest in and to said trademarks in Schedule A, together with the goodwill of the business appertaining to and symbolized by said trademarks and wishes also to acquire all right, title and interest in and to the trademarks in Schedule A;

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 trademarks in Schedule A without limitation, together with the goodwill of the business appertaining thereto.

IN WITNESS WHEREOF, the Assignor has hereunto executed this instrument this 29TH

day of December, 2000.

MAKE-UP ART COSMETICS LIMITED

By: Lesley A. Moradian
Lesley A. Moradian, Assistant Secretary

UNITED STATES OF AMERICA)
STATE OF NEW YORK) ss.:
COUNTY OF NEW YORK)

On this 29th day of December, 2000, before me personally appeared Lesley A. Moradian, to me known and known to me to be the Assistant Secretary of Make-Up Art Cosmetics Limited, and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

William Jelinek
Notary Public
WILLIAM JELINEK
Notary Public, State of New York
No. 02JE5031411
Certified in New York County
Commission Expires Aug. 1, 2002