

12-12-2001



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

12-12-01

1. Name of conveying party(ies):  
Aveda Corporation

12-12-01

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

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

2. Name and address of receiving party(ies)  
Name: Estee Lauder Inc.  
Internal Address: Lega; Dept. - 42nd Floor  
Street Address: 767 Fifth Avenue  
City: New York State: NY Zip: 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: \_\_\_\_\_

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s) \_\_\_\_\_  
 B. Trademark Registration No.(s) 1,227,229 and 2,411,633

Additional number(s) attached  Yes  No

6. Total number of applications and registrations involved: 2

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Lesley A. Moradian, Esq.  
 Internal Address: \_\_\_\_\_  
 The Estee Lauder Companies, Inc.  
 Legal Dept. - 42nd Floor  
 Street Address: 767 Fifth  
 City: New York State: NY Zip: 10153

7. Total fee (37 CFR 3.41).....\$ 65.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
05-1315

DO NOT USE THIS SPACE

9. Signature.  
 Donna M. Ruggiero           December 10, 2001  
 Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document:  

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

12/13/2001 GT0N11 00000009 051315 1227229

01 FC:481 40.00 CH  
02 FC:482 25.00 CH

TRADEMARK REEL: 002406 FRAME: 0690

## ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, 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 "ASSIGNOR"), is the owner of all right, title and interest in and to trademark Registrations, No. 1,227,229 for INTUITION registered in the United States Patent and Trademark Office on February 15, 1983 and No. 2,411,633 for INTUITION registered in the United States Patent and Trademark Office on December 12, 2000, and

WHEREAS, Estee Lauder Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 767 Fifth Avenue, New York, New York 10153 (hereinafter the "ASSIGNEE"), desires to acquire all of Assignor's right, title and interest in and to the said trademarks and registrations identified above, together with the goodwill associated therewith and the federal registrations thereof, and Assignor desires to assign all of its right, title and interest in the foregoing registrations to assignee.

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 and registrations therefore, including without limitation, the registrations identified herein, together with the goodwill of the business appertaining thereto.

In witness whereof, the Assignor has hereunto executed this instrument this 10<sup>th</sup> day of January, 2001.

Aveda Corporation

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

On this 10th day of January, 2001, before me personally appeared Lesley A. Moradian, to me known and known to me to be the individual described in and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

*Rose Mann*  
Notary Public  
My Commission Expires:

[SEAL]

**ROSE MANN**  
Notary Public, State of New York  
No. 41-4960526  
Qualified in Queens County  
Cert. filed in New York County  
Commission Expires December 26, 192001