

11-07-2002



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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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.

1. Name of conveying party(ies): Avns Merchandising Inc. Individual(s) Association General Partnership Limited Partnership Corporation-State Other 10-30-02 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Tommy Hilfiger Licensing Inc Internal Address: Street Address: 913 N Market Street City: Wilmington State: Delaware Zip: 19801 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) 2585547 Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Lesley A. Moradian Internal Address: The Estee Lauder Companies, Inc. Street Address: 767 Fifth Ave City: NY State: NY Zip: 10153

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)

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. Jonna Ruggiero Name of Person Signing Signature Date 10/30/02 Total number of pages including cover sheet, attachments, and document: 6

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

11/06/2002 TDIAZ1 00000128 051315 2585547 01 FC18521 40.00 CH

TRADEMARK REEL: 002612 FRAME: 0112

## ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, AMS Merchandising Inc., a corporation organized and existing under the laws of the State of New York, whose address is 350 South Service Road, Melville, New York, 11749 (hereinafter the "ASSIGNOR"), is the owner of all right, title and interest in and to trademark Registration No. 2,585,547 for FREEDOM registered in the United States Patent and Trademark Office on June 25, 2002, and

WHEREAS, Tommy Hilfiger Licensing Inc., a corporation organized and existing under the laws of the State of Delaware, whose address is 913 N. Market Street, Wilmington, Delaware 19801 (hereinafter the "ASSIGNEE"), desires to acquire all of Assignor's right, title and interest in and to the said trademark and registration identified above, together with the goodwill associated therewith and the federal registration thereof, and Assignor desires to assign all of its right, title and interest in the foregoing registration 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 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 30<sup>th</sup> day of October, 2002.

AMS Merchandising Inc.

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

On this 30<sup>th</sup> day of October, 2002, 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.

Patricia E. Donnelly

Notary Public

My Commission Expires:

[SEAL]

**PATRICIA E. DONNELLY**  
Notary Public, State of New York  
No. 01DO6051269  
Qualified in New York County  
Commission Expires November 20, 20 02

The Estée Lauder Companies Inc.  
767 Fifth Avenue  
New York • NY • 10153  
212 • 572 • 4200

October 30, 2002

**VIA EXPRESS MAIL**

Assistant Commissioner of Trademarks  
Trademark Examining Operation  
BOX ASSIGNMENT  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

**ESTÉE  
LAUDER**  
COMPANIES

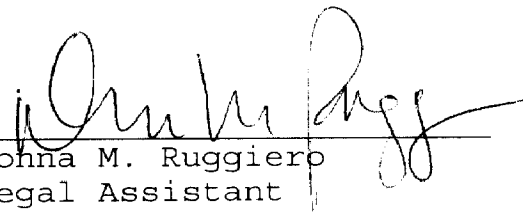
RE: Applicant : **AMS Merchandising Inc.**  
Mark : **FREEDOM**  
Reg. No. : 2,585,547  
Reg. Date : June 25, 2002

Dear Sir:

Enclosed herewith is an assignment transferring ownership of the above-identified trademark registration from AMS Merchandising Inc. to Tommy Hilfiger Licensing Inc. Also enclosed is the assignment recordation cover sheet.

Please charge the statutory fee to our Deposit Account No. 05-1315 in the name of Estee Lauder Companies. For this purpose we enclose herewith a duplicate copy of this letter.

Respectfully submitted,

By:   
Donna M. Ruggiero  
Legal Assistant

Enclosure

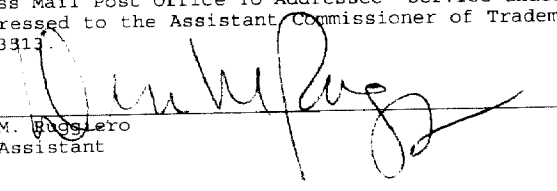
Date of Deposit: October 30, 2002

"Express Mail" mailing label No.: ET534506486US

I hereby certify that this paper or fee is being deposited with the United States Postal Services

"Express Mail Post Office To Addressee" service under 37 CFR 1.10 on the date indicated above and

is addressed to the Assistant Commissioner of Trademarks, Box ITU FEE, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

  
Donna M. Ruggiero  
Legal Assistant

**TRADEMARK**  
**REEL: 002612 FRAME: 0115**

The Estée Lauder Companies Inc.  
767 Fifth Avenue  
New York • NY • 10153  
212 • 572 • 4200

October 30, 2002

VIA EXPRESS MAIL

Assistant Commissioner of Trademarks  
Trademark Examining Operation  
BOX ASSIGNMENT  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

ESTÉE  
LAUDER  
COMPANIES

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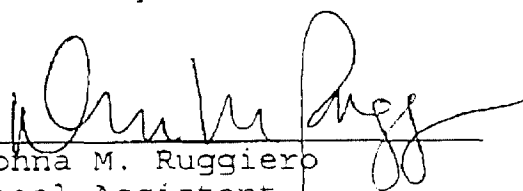
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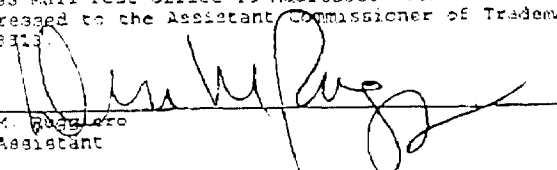
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Donna M. Ruggiero  
Legal Assistant

RECORDED: 10/30/2002

TRADEMARK  
REEL: 002612 FRAME: 0116