

01-08-2003  
102330785

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

1. Name of conveying party(ies):

Estee Lauder Inc. 11-20-02

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

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

3. Nature of conveyance:

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

Execution Date: \_\_\_\_\_

2. Name and address of receiving party(ies)

Name: The Breast Cancer Research Foundation

Internal Address: \_\_\_\_\_

Street Address: 654 Madison Avenue

City: New York State: NY Zip: 10021

- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1902239

Additional number(s) attached  Yes  No

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

Name: Lisa Cantos, Esq.

Internal Address: Weil, Gotshal & Manges

Street Address: 767 Fifth Avenue

City: New York State: NY Zip: 10153

6. Total number of applications and registrations involved: \_\_\_\_\_

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.

Lisa Cantos

Name of Person Signing

*L. Cantos*

Signature

Nov. 18, 2002

Date

Total number of pages including cover sheet, attachments, and document: 3

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

01/07/2003 6TON11 00000079 051315 1962239

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## ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment effective as and from November 6, 2002 from 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 "ASSIGNOR"), to The Breast Cancer Research Foundation, a corporation organized and existing under the laws of the State of Delaware, whose address is 654 Madison Avenue, New York, New York 10021 (hereinafter the "ASSIGNEE"):

### WITNESSETH THAT

WHEREAS, the Assignor is the owner of all right, title and interest in and to trademark Registration No. 1,962,239 for PINK RIBBON registered in the United States Patent and Trademark Office on March 12, 1996, 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 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 6<sup>th</sup> day of  
November, 2002.

Estee Lauder Inc.

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

On this 6<sup>th</sup> day of November, 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:

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