

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rodan & Fields LLC		07/17/2003	LTD LIAB JT ST CO: CALIFORNIA

RECEIVING PARTY DATA

Name:	Rodan & Fields LLC
Street Address:	767 Fifth Avenue
Internal Address:	42nd. Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10153
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number
Registration Number:	2372867
Registration Number:	2371069
Serial Number:	76454065
Serial Number:	76454064
Serial Number:	76450127
Serial Number:	76446342
Serial Number:	76368027
Serial Number:	76368026
Serial Number:	76336813
Serial Number:	76325366
Serial Number:	76325610

CH \$440.00 2372867

Serial Number:	76325609
Serial Number:	76325608
Serial Number:	76309659
Serial Number:	76418289
Serial Number:	76135001
Serial Number:	75593086

CORRESPONDENCE DATA

Fax Number: (212)572-6743

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (212) 572-6609

Email: mambrose@estee.com

Correspondent Name: Lesley A. Moradian, c/o Estee Lauder

Address Line 1: 767 Fifth Avenue

Address Line 2: 42nd. Floor

Address Line 4: New York, NEW YORK 10153

ATTORNEY DOCKET NUMBER:	RODAN&FIELDS
NAME OF SUBMITTER:	Mara Ambrose

Total Attachments: 2

source=Roden1.tif

source=Roden2.tif

TRADEMARK ASSIGNMENT

WHEREAS, RODAN & FIELDS, LLC, hereinafter referred to as "ASSIGNOR", a corporation organized and existing under the laws of the State of California, with offices at PMB 442, 6114 Lasalle Avenue, Oakland, California 94611-2802, is the owner of certain trademarks and the registrations and applications therefor shown in the attached Schedule "A", and of the goodwill of the business appertaining to the trademarks in the United States; and


WHEREAS, RODAN & FIELDS INC., hereinafter referred to as "ASSIGNEE", a corporation organized and existing under the laws of the State of Delaware, with offices at 767 Fifth Avenue, New York, New York, United States of America, desires to acquire all of the right, title and interest of Assignor in, to and under said trademarks and the registrations and applications therefor and the goodwill of Assignor's business appertaining to the trademarks, including the right to sue and recover for any and all past infringements;


NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer to ASSIGNEE, its successors and assigns forever, the entire right, title and interest of Assignor in, to and under said trademarks and the registrations and applications therefor shown in the attached Schedule "A", together with the goodwill of the business appertaining to the said trademarks, and all rights of action, both at law and in equity, for past infringements, if any, of the said trademarks, the same to be held and enjoyed by ASSIGNEE, its successors and assigns forever, as fully and entirely as the same could have been enjoyed by ASSIGNOR if this assignment had not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this assignment, to be executed by its duly authorized corporate officer on this 17th day of July 2003.

Signed at: Oakland, California

RODAN & FIELDS LLC

By 
Name: Dr. Kathryn P. Rodan
Title: Member

By 
Name: Dr. Kathy A. Fields
Title: Member

Schedule "A"

<u>Mark</u>	<u>Registration No.</u>
RODAN & FIELDS	2,372,867
RODAN & FIELDS (Stylized)	2,371,069

<u>Mark</u>	<u>Serial No.</u>
RODAN & FIELDS DETAILS	76/454,065
RF SCRIPT	76/454,064
RODAN & FIELDS COMPOUNDS	76/450,127
RODAN & FIELDS RADIANT	76/446,342
RF (Stylized)	76/368,027
RF RODAN & FIELDS	76/368,026
MULTI-MED THERAPY	76/336,813
RODAN & FIELDS CLEAN	76/325,366
RODAN & FIELDS BRIGHT	76/325,610
RODAN & FIELDS CALM	76/325,609
RODAN & FIELDS CLEAR	76/325,608
GREAT SKIN IN 60 DAYS	76/309,659
NOW THERE IS ALWAYS A DOCTOR IN YOUR HOUSE	76/418,289
GREAT FACE	76/135,001
GR8 FACE	75/593,086