

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 Inc.		
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

900001067

TRADEMARK
REEL: 002686 FRAME: 0918

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

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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

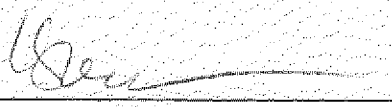
WHEREAS, RODAN & FIELDS INC., hereinafter referred to as "ASSIGNEE", a corporation organized and existing under the laws of the State of Delaware, with offices at 767 Fifth Avenue, New York, New York, United States of America, desires to acquire all of the right, title and interest of Assignor in, to 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;

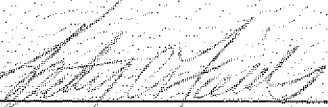
NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR, by these presents does sell, assign and transfer to ASSIGNEE, its successors and assigns forever, the entire right, title and interest of Assignor in, to and under 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"

Mark

Registration No.

RODAN & FIELDS
RODAN & FIELDS (Stylized)

2,372,867
2,371,069

Mark

Serial No.

RODAN & FIELDS DETAILS
RF SCRIPT
RODAN & FIELDS COMPOUNDS
RODAN & FIELDS RADIANT
RF (Stylized)
RF RODAN & FIELDS
MULTI-MED THERAPY
RODAN & FIELDS CLEAN
RODAN & FIELDS BRIGHT
RODAN & FIELDS CALM
RODAN & FIELDS CLEAR
GREAT SKIN IN 60 DAYS
NOW THERE IS ALWAYS A DOCTOR
IN YOUR HOUSE
GREAT FACE
GR8 FACE

76/454,065
76/454,064
76/450,127
76/446,342
76/368,027
76/368,026
76/336,813
76/325,366
76/325,610
76/325,609
76/325,608
76/309,659
76/418,289
76/135,001
75/593,086