

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/22/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Make-Up Art Cosmetics Inc.		07/21/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Estee Lauder Cosmetics Ltd.
Street Address:	161 Commander Boulevard
City:	Agincourt
State/Country:	CANADA
Postal Code:	M1S 3K9
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78656038	M·A·C LIQUIDLAST

CORRESPONDENCE DATA

Fax Number: (212)572-6743
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-572-4043
 Email: jheiss@estee.com
 Correspondent Name: Lesley A. Moradian
 Address Line 1: 767 Fifth Avenue
 Address Line 4: New York, NEW YORK 10153

DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:

CH \$40.00 78656038

Address Line 4:

NAME OF SUBMITTER:

Lesley A. Moradian

Signature:

/Lesley A. Moradian/

Date:

07/21/2005

Total Attachments: 2

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ASSIGNMENT

This Assignment, effective nunc pro tunc as and from the 22nd day of June, 2005, from Make-Up Art Cosmetics Inc., a corporation organized and existing under the laws of the state of Delaware, located at 767 Fifth Avenue, New York, New York 10153, (hereinafter the "ASSIGNOR"), to Estee Lauder Cosmetics Ltd., a corporation organized and existing under the laws of Canada, whose address is 161 Commander Boulevard Agincourt M1S 3K9 Canada (hereinafter "ASSIGNEE");

WITNESSETH THAT:

WHEREAS, the ASSIGNOR was, as of June 22, 2005, the owner of all right, title and interest in and to United States Trademark Serial Number 78/656,038 for the mark M•A•C LIQUIDLAST (the "Trademark") and in and to the goodwill of the business relating thereto;

WHEREAS, the ASSIGNEE, as a related company and a successor in interest to ASSIGNOR, acquired all right, title and interest in the Trademark, together with the goodwill of the business associated with the Trademark nunc pro tunc as of June 22, 2005 for good and valuable consideration; and


WHEREAS, the parties desire to ratify said assignment;

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 and interest in and to the aforesaid Trademark without limitation,
together with the goodwill of the business appertaining thereto nunc pro tunc as of June
22, 2005.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this
instrument this 21 day of July, 2005.

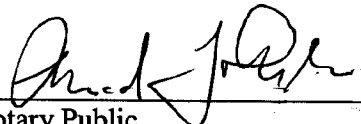
MAKE-UP ART COSMETICS INC.

By: 
Lee Puccini
Assistant Secretary

UNITED STATES OF AMERICA)
STATE OF NEW YORK)
COUNTY OF NEW YORK)

ss.:

On this 21st day of July, 2005, before me personally appeared
Lee Puccini, to me known and known to me to be the Assistant Secretary of Make-Up
Art Cosmetics Inc., and who executed the foregoing instrument, and he duly
acknowledged to me that he executed the same for the purposes set forth therein.


Notary Public

LENNARD JOHN, JR.
Notary Public, State of New York
No. 01JO4995662 Qual. in Kings Co.
Certificate File in New York County
Commission Expires June 4, 2006