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

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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

1. Name of conveying party(ies):  
Estee Lauder Inc.

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

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

2. Name and address of receiving party(ies)  
 Name: BeautyBank Inc.  
 Internal Address: \_\_\_\_\_  
 Street Address: 767 Fifth Avenue  
 City: New York State: NY Zip: 10153

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) 78151953  
 \_\_\_\_\_  
 \_\_\_\_\_

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s) 2188598 and 2229449  
 \_\_\_\_\_  
 \_\_\_\_\_

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Rita M. Odin  
 Internal Address: The Estee Lauder Companies  
 \_\_\_\_\_  
 \_\_\_\_\_

Street Address: 767 Fifth Avenue  
 \_\_\_\_\_  
 City: New York State: NY Zip: 10153

6. Total number of applications and registrations involved: ..... 3

7. Total fee (37 CFR 3.41)..... \$ 90.<sup>00</sup>  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
051315

DO NOT USE THIS SPACE

9. Signature.  
Rita M. Odin      Rita M. Odin      October 6, 2004  
 Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 4

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

10/12/2004 6TON11 00000053 051315 78151953

01 FC:8521 40.00 DA  
02 FC:8522 50.00 DA

TRADEMARK REEL: 003130 FRAME: 0823

## ASSIGNMENT

This Assignment, effective nunc pro tunc as and from the 21st day of July, 2004, from Estee Lauder 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 BeautyBank 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 "ASSIGNEE"):

### WITNESSETH THAT:

WHEREAS, the ASSIGNOR was, as of July 21, 2004, the owner of all right, title and interest in and to the trademarks in the attached Schedule A, for which an application and registrations have been filed as indicated in such Schedule (collectively the "Trademarks") 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 Trademarks, together with the goodwill of the business associated with the Trademarks nunc pro tunc as of July 21, 2004 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 Trademarks without limitation, together with the goodwill of the business appertaining thereto nunc pro tunc as of July 21, 2004.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this \_\_\_\_\_

6<sup>th</sup> day of October, 2004.

ESTEE LAUDER INC.

By:

Lesley A. Moradian  
Lesley A. Moradian  
Assistant Secretary

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

ss.:

On this 6<sup>th</sup> day of October, 2004, before me personally appeared Lesley A. Moradian, to me known and known to me to be the Assistant Secretary of Estee Lauder Inc., and who executed the foregoing instrument, and she duly acknowledged to me that she executed the same for the purposes set forth therein.

Lenard John, Jr.  
Notary Public

**LENNARD JOHN, JR.**  
Notary Public, State of New York  
No. 01JO4905662 Qual. in Kings Co.  
Certificate File in New York County  
Commission Expires June 4, 2006