

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/16/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Make-Up Art Cosmetics Inc.		09/23/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Estee Lauder Cosmetics Ltd.
Street Address:	161 Commander Blvd.
City:	Agincourt, ON
State/Country:	CANADA
Postal Code:	M1S3K9
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78446477	SELECT MOISTURECOVER

CORRESPONDENCE DATA

Fax Number: (212)572-6743
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Email: uspto@estee.com
 Correspondent Name: Lesley A. Moradian
 Address Line 1: 767 Fifth Avenue
 Address Line 2: 46th Floor
 Address Line 4: New York, NEW YORK 10153

DOMESTIC REPRESENTATIVE

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

CH \$40.00 78446477

Address Line 4:

NAME OF SUBMITTER:

Lesley A. Moradian

Signature:

/Lesley A. Moradian/

Date:

09/23/2005

Total Attachments: 2

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ASSIGNMENT

This Assignment, effective nunc pro tunc as and from February 16, 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 Blvd. Agincourt, ON M1S3K9 (hereinafter "ASSIGNEE");

WITNESSETH THAT:

WHEREAS, the ASSIGNOR was, as of February 16, 2005, the owner of all right, title and interest in and to the SELECT MOISTURECOVER trademark, United States Application No. 78/446,477 (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 February 16, 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 does hereby assign unto ASSIGNEE all right, title and interest in and to the aforesaid Trademark without limitation, together with the goodwill of the business appertaining thereto, nunc pro tunc as of February 16, 2005.

IN WITNESS WHEREOF, the ASSIGNOR has hereunto executed this instrument this 23rd day of September, 2005.

MAKEUP ART COSMETICS INC.

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

UNITED STATES OF AMERICA)
STATE OF NEW YORK) ss.:
COUNTY OF NEW YORK)

On this 23 day of September, 2005, 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.

William Jelinek
Notary Public

WILLIAM JELINEK
Notary Public, State of New York
No. 02JE5031411
Certified in New York County
Commission Expires Aug. 1, 2006