

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
Estee Lauder Inc.		09/22/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Thomas C. Ford		
Street Address:	2906 Thousand Oaks		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78746		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78852148	BLACK ORCHID	
CORRESPONDENCE DATA			
Fax Number:	(212)572-6743		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 572-6778		
Email:	uspto@estee.com		
Correspondent Name:	Rita M. Odin		
Address Line 1:	767 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	TF/BLACK ORCHID		
NAME OF SUBMITTER:	Rita M. Odin		
Signature:	/RMO/		
Date:	09/25/2006		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Estee Lauder Inc., a Delaware corporation doing business at 767 Fifth Avenue, New York, New York 10153 ("Assignor"), is the owner of U.S. Trademark Application Serial No. 78/852,148 for BLACK ORCHID for "fragrances for personal use" (the "Application") in International Class 3 (the "Application"); and

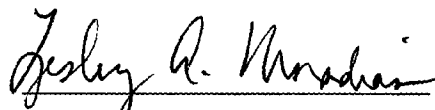
WHEREAS, Thomas C. Ford., a citizen of the United states of America, located at 2906 Thousand Oaks, Austin, Texas 78746 ("Assignee"), wishes to acquire all right, title and interest in and to the Application including the goodwill symbolized by the mark identified in the Application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, throughout the world, in and to the BLACK ORCHID mark and the Application, together with the goodwill of the business symbolized by the BLACK ORCHID mark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interest in the BLACK ORCHID mark and the Application.

Signed in New York, USA

ESTEE LAUDER INC.

Dated: September 22, 2006



Lesley A. Moradian
Vice President