

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
Romane Fragrances, LLC	FORMERLY Romane Inc.	02/28/2007	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	BeautyBank Inc.		
Street Address:	767 Fifth Avenue		
Internal Address:	The Estee Lauder Companies Inc.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10153		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78904214	FLIRTATION	
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 2:	The Estee Lauder Companies Inc.		
Address Line 4:	New York, NEW YORK 10153		
ATTORNEY DOCKET NUMBER:	FLIRT		
NAME OF SUBMITTER:	Rita M. Odin		
Signature:	/RMO/		

CH \$40.00 78904214

Date:

03/13/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of February 28, 2007 from Romane Fragrances LLC, a corporation of the State of Illinois, located and doing business at 851 Church Court, Elmhurst, Illinois 60126, successor corporation to Romane Inc., an Illinois Corporation formerly doing business at the same Elmhurst address (individually and collectively referred to as "ASSIGNOR"), and BeautyBank Inc., a Delaware Corporation doing business at 767 Fifth Avenue, New York, New York 10153 (referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the pending U.S. trademark registration application no. 78904214 for the trademark FLIRTATION in International Class 3 for goods including perfume ("the APPLICATION") and other rights in the FLIRTATION trademark including but not limited to its goodwill associated with the trademark.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the APPLICATION and the FLIRTATION trademark including its goodwill in the trademark.

NOW, THEREFORE, in consideration of the payment of Seven Hundred and Fifty Dollars (\$750) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the APPLICATION and in and to the FLIRTATION trademark, including its goodwill in the FLIRTATION trademark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the APPLICATION and the FLIRTATION trademark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first above written.

Romane Fragrances, LLC

By 

Name: J. MONTVILLE

Title: MANAGER / CEO

Date: 2/28/07